

**MARCH 1953**

**NATIONAL  
REAL ESTATE  
and BUILDING  
JOURNAL**

**What You Should Know About Air Conditioning**

**Is It Time to Revamp Your Listing Procedure?**

**Making Your Apartment House Maintenance More Efficient**

**What Are Your Opportunities in the Parking Business?**



# WAY PAGE

## National Homes lead with new trend

**Another reason why they are the Nation's largest**

The modern idea of rooms that flow together . . . reflected in all of the new 1953 National homes. . . and low cost, Nationals offer still greater profit

Investigate *today*. See what it can mean to you to buy all structural and component parts in one complete "package" from ONE responsible source! Eliminate your inventory, warehousing and purchasing problems. Write or wire for details now.

### NATIONAL HOMES BUILDERS ENJOY INCREASING SUCCESS!

Here's an example: H. B. LAYNE CONTRACTOR, INC., Springfield, Ohio.

National homes built:			
1947.....	35	1950.....	270
1948.....	39	1951.....	209
1949.....	140	1952.....	280

*Mr. Layne says National Homes' modern production methods and ultra-smart designs have been the chief factors in his profitable operation.*

**NATION'S LARGEST PRODUCERS OF QUALITY HOMES**



**When they see two bathrooms of Briggs Beautyware—  
they're sold!**



# WY IES

*— a must in every modern home!*



With approval  
of Briggs

These days, more and more home buyers are coming to realize that the second bathroom is indispensable to modern living. And when the second bathroom—as well as the first—is equipped with smart, modern Briggs Beautyware plumbing fixtures in one of the four

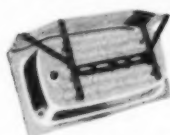
Briggs colors, you're headed for quick sales. Every Briggs Beautyware fixture—whether of acid-resistant, porcelain enameled formed steel or handsome vitreous china—has a mark of quality that won't wear off. Briggs fixtures, as well as tarnish-proof chromium plated brass fittings, look new longer!

Specify two bathrooms of Briggs Beautyware in color—even in medium or low priced homes!

**BRIGGS MANUFACTURING COMPANY • 3001 MILLER AVENUE • DETROIT 11, MICHIGAN**



Millions of readers of national magazines are familiar with Briggs Beautyware through attractive advertisements like this one. They're finding out about Briggs quality—and they're buying Briggs Beautyware!



Plumbers all over America are sold on Briggs Beautyware's light weight, sturdy construction and ease of installation. The Briggs Safety Bottom bathtub is easy to handle, economical to install. Yet, the Briggs tub will stand up under the hardest wear. And the special under-tub framework holds it firmly in position. ©1953

**BRIGGS**  
*Beautyware*



## National Homes lead with new trend in *Spacious Living*

**Another reason why they are the Nation's largest selling line of quality homes!**

The modern idea of rooms that flow together . . . "open planning" . . . is best reflected in all of the new 1953 National homes. Outstanding in design, as in quality and low cost, Nationals offer still greater profit opportunities to forward-looking builders. Investigate *today*. See what it can mean to you to buy all structural and component parts in one complete "package" from ONE responsible source! Eliminate your inventory, warehousing and purchasing problems. Write or wire for details now.

### **NATIONAL HOMES BUILDERS ENJOY INCREASING SUCCESS!**

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Millions of readers of national magazines are familiar with Briggs Beautyware through attractive advertisements like this one. They're finding out about Briggs quality—and they're buying Briggs Beautyware!

Watch your prospects beam with approval when you show them two bathrooms of Briggs Beautyware in color.

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**BRIGGS**  
*Beautyware*



## Is Real Estate Tapering Off?

**R**EAL ESTATE is definitely slow during the present quarter of this year. And it seems to be more than a seasonal slump. In a spot check of major cities around the nation by JOURNAL editors, realtors report that the boom has faded and we're settling down to a lower plateau of real estate activity. A seasonal rise is expected in the spring, but it is doubtful if the volume of sales will reach that of last spring for most areas. Exceptions to this are cities experiencing defense "booms" or an influx of population. The most active areas seem to be in the South and West.

□

In spite of the tapering off of the real estate market in this quarter, most realtor-builders report they will build about the same number of houses as last year. Most projects, especially in northern sections, will not get fully underway until spring however.

□

In the opinion of realtors contacted, the market is more active in the \$7,000 to \$10,000 price range in the following cities: Seattle, Portland, Philadelphia, Kansas City, Detroit, Indianapolis. Cities reporting more activity in the \$10,000 to \$20,000 bracket are Cincinnati, San Antonio, New Orleans, Miami, Boston.

□

Of the realtors surveyed, 58% say that the market in their cities is stronger for new houses than for old; 25% say it's stronger for old houses, and 17% say it's about even.

□

Prices of new homes are expected to remain about the same with perhaps a slight increase due to cost. Prices of used homes are expected to taper off, a reflection of the weaker market for such homes. Only 12% of the realtors contacted expect a general rise in real estate prices.

□

The mortgage money situation is apparently easing a bit. Fifty percent say the situation is good in their respective areas, 33% say it's fair, and 17% say it's poor.

Typical comment of those reporting a poor supply of mortgage money is that of Realtor Builder Al Balch of Seattle. He says, "It's hard to come by. This has hurt real estate sales more than any other factor. There are all kinds of buyers who want and need homes."

□

Pointing up the current market conditions in his

area, Balch says, "The West Coast is increasing in population; Seattle's employment, per capita wealth, and standard of living are increasing, and GIs are coming into the state faster than the number of VA loans made each year."

Miller Nichols of the J. C. Nichols Company reports a definite pick-up in the new house market in Kansas City. He says, "Last December we had 63 houses in the \$15,000 to \$20,000 bracket in various stages of construction and completion. They were unsold and we were definitely worried. Today, the market has picked up. We have made 22 sales and we are contemplating starting our construction program again which we had stopped because of our oversupply."

E. Humphrey Price of San Antonio says, "The sales we've made this year were consummated at values below last year's market value. A house priced correctly at \$20,500 sold for \$18,750, and a house priced fairly well at \$9,000 sold for \$7,000."

Earl F. Coffin of Miami says, "Good listings are plentiful, but the average buyer, while apparently eager, does not have sufficient cash to meet equities."

□

In this spot check of the market, realtors were asked what their most important problem is right now.

Balch lists three problems: getting mortgage money for GIs, qualifying buyers for mortgages, getting more favorable news about home buying.

Oscar Kaufer of Portland, Oregon says his most important problem is finding buyers.

John F. Clayton of Indianapolis and John A. Marple of Philadelphia both say it's getting GI loans.

Nichols says, "Our most important problem is time — time to see our prospects. The demand is there, but it's a question of showing and negotiating the sales. GI financing for \$15,000 to \$20,000 houses is a serious problem, but the future looks bright because I think there are going to be some substantial changes."

Two problems mentioned most were: 1) Getting listings at fair prices; 2) Finding prospects with sufficient money for downpayments.

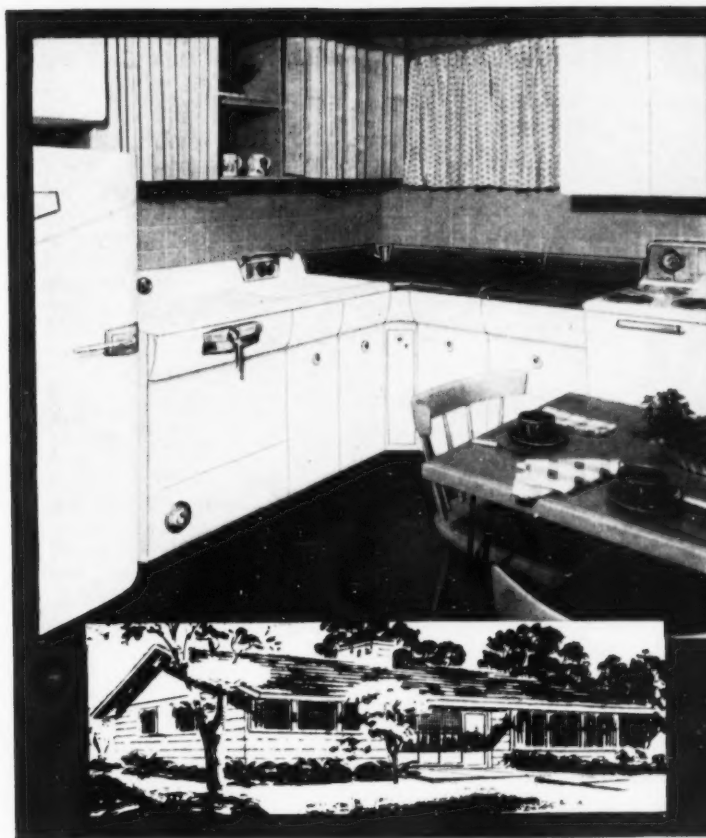
□

In certain Texas cities, the major problem can be pinned on Mother Nature — an acute water shortage. New development is being affected seriously by a lack of ground water. A Dallas realtor cites an example that points up this condition. To obtain water for a new home, he had built he had to drill 1,450 feet at a cost of more than \$5,000.

# LOOK! COMPARE!

See Why Gunnison Homes Use

## American Kitchens




Builders of the famous Gunnison Homes know how important the kitchen is in selling their homes. That's why they use American Kitchens.

Here is the kitchen that women want most, the kitchen that helps sell homes faster! Superior construction, heavier gauge steel, expensive sound-proofing, and exclusive body-contour design are some of the many features that save hours of kitchen work. Why don't you find out what American Kitchens can mean to the salability of your homes!

Compare construction, design, work-saving features... and then choose American Kitchens!

### LOOK—COMPARE FEATURES LIKE THESE:

1. Easy-to-clean, smooth surfaces with no dirt-catching handles.
2. One-piece tops of life-time vinyl, no seams to catch dirt.
3. Sink bowl 15% larger—no dirt-catching ledge.
4. Rounded, one-piece drawers that clean as easily as wiping out a bowl.
5. The American Kitchens Roto-Tray Dishwasher, the most modern dishwasher on the market today, washes dishes 3 times cleaner.

AMERICAN KITCHENS  CONNERSVILLE, INDIANA



American Kitchens, Dept. NR-3  
AVCO Manufacturing Corp.  
Connerville, Ind.

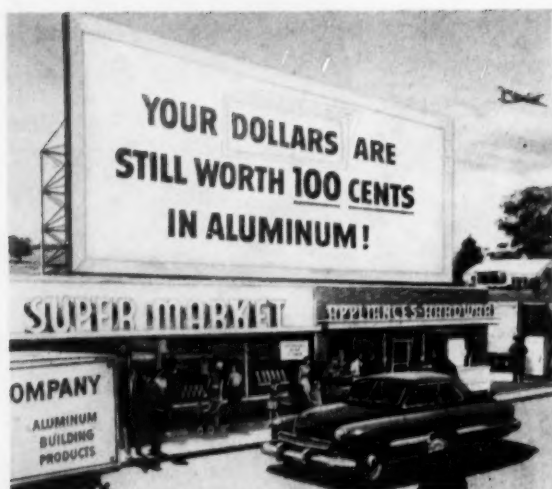
Please send me information about American Kitchens builders' discount and your new Architects and Builders File.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



**For Long Life, Low Maintenance  
and the BIGGEST DOLLAR VALUE**

**...build with**

# REYNOLDS ALUMINUM

The trend is definitely toward light, strong, rustproof, corrosion-resistant Reynolds Aluminum as a building material. Remarkably, this preferred metal is priced no higher than before World War II... 100¢ value in these 53¢ times! Write for literature on any of the standard Reynolds Aluminum Building Products listed below. For curtain walls, spandrels and other special applications, write **Reynolds Metals Company**, Building Products Division, 2016 South Ninth St., Louisville 1, Kentucky.

**REYNOLDS Lifetime ALUMINUM Gutters & Downspouts  
Roofing & Siding—Nails—Flashing**

**REYNOLDS ALUMINUM Casement, Awning and  
Double-Hung Residential Windows  
(also Screens, Storm Sash & Doors)**

**REYNOLDS ALUMINUM Reflective Insulation  
and Vapor Barrier**



## Product Progress

### Under Foot

Patents are now pending on Terra-Tile, a product of Robbins Floor Products, Inc., of Tuscumbia, Alabama. Unlike conventional tiles, it can be installed without the use of adhesives. The manufacturers say that pockets formed by honeycomb construction exert a suction cup effect that helps hold the tile in place, prevent moisture seepage between the joints, and trap air which effectively insulates against temperature extremes and dampness.

### Betwixt and Between

A new island sink called the Midway is being distributed by American Radiator and Standard Sanitary Corporation of Pittsburgh. Designed for the middle of the kitchen, the 44-inch long and 37¼-inch wide sink has a twin-compartment washing area and double drainboard of enameled cast iron with steel cabinets below. It features electric outlets on both sides and dial controls to open and close the drain.

### Form Board

Newest member of the insulating product line of Owens-Corning Fiberglas Corporation, Toledo, Ohio, is sanded form board, designed for use in low exposed ceilings. Manufactured from Fiberglas preformed insulation, the 32x48x1¼-inch board has a smooth sanded appearance. Economy, light weight, fire safety, low heat transmission, and excellent noise absorption are the advantages claimed by the manufacturers.

### Electrically Inclined

Gunnison Homes, Inc., New Albany, Indiana, and the Hotpoint Company of Chicago have announced that electric kitchen and laundry facilities will be available to purchasers of 1953 Gunnison Homes. Under the new program, kitchen and laundry equipment may be purchased for only a few dollars additional in monthly mortgage payments. Optional Hotpoint equipment will include electric ranges, refrigerators, and matching automatic clothes washers and dryers.

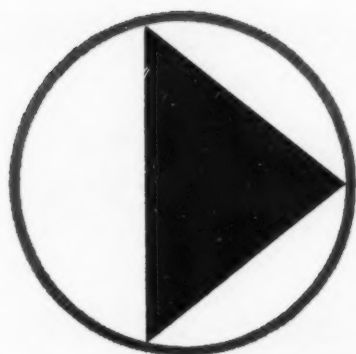
### Where or When

Publication of the 1953 edition of "The Real Estate Atlases of the Central States" has been announced by the Nirenstein National Realty Map Company of Springfield, Massachusetts. The three-volume edition includes Ohio, Wisconsin, Illinois, Michigan, Nebraska, Missouri, Iowa, Indiana, North Dakota, Minnesota, Kansas, and Kentucky. There are more than 2,000 "clocked locations," 400 photographs and about 200 aerial views of the 61 principal cities and 13 decentralized areas.

### Hungry Dragon

A new gas fired incinerator has been launched by the Skuttle Manufacturing Company of Detroit. The Hungry Dragon which is recommended for continuous low flame operation, may be hung on the chimney or mounted on a stand on the basement floor.





*As fundamental as  
woodwork finish...*



*A good house  
is always better  
when it includes  
conduit for  
telephone raceways.*

You want the houses you build to be complete in every detail—right down to the finish on the woodwork. For details can contribute a great deal to final appearance and salability.

One detail sure to impress prospects is concealed telephone wiring. Raceways contribute to appearance by keeping telephone wires out of sight. They contribute to convenience by making it possible to locate telephone outlets where they are most needed. They contribute to owner satisfaction by adding a lot of extra value for a little extra cost.

It is profitable practice to include built-in telephone raceways in development as well as contract homes. Your Bell Telephone Company will be glad to help. Just call your nearest Business Office.

**BELL TELEPHONE SYSTEM**





**SHOW  
YOUR WAY  
TO SALES**

25-ROOM HOUSE 15 ACRE PLOT  
10 BATHS PRIVATE DRIVEWAY &  
5 CAR GARAGE \$90,000



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Know how to attract prospects? Show them your product. That's difficult in the real estate business, but you can do it with an eye-catching photograph, easily-readable information — both mounted on the attractive background of an Acme Bulletin Board. We have a variety of appealing styles with oak, walnut, mahogany, or aluminum frames in sizes from 16" x 20" to 58" x 20". Write today for our illustrated folder.

*Perpetually New*



**Pollman Homes**  
by **THYER**

OFFER CONSTANT IMPROVEMENT IN A CONVENTIONAL HOME FACTORY ASSEMBLED



Always New Design, Always new features Pollman Homes are new for today New For Tomorrow

**THYER MANUFACTURING CORP.**

TOLEDO, OHIO
2857 Wayne Street

JACKSON, MISS.
418 1/2 E. Pearl Street

A flue draft of .03 inches or more is sufficient, the manufacturers claim.

### Sidelights

The Flintkote Company of New York has introduced a new insulating siding design — Venetian Stone. It features a gray mortar line with a light gray stone facing. All end joints are coated with waterproofing compound the same shade as the panel face.

### All Year Long

Carrier Corporation of Syracuse, New York, has announced a new year-round air conditioner in the low priced field. The unit, which provides two tons of cooling and dehumidifying capacity plus winter heating and year-round filtered air circulation, measures 37x37 inches and is 62 inches high. Burners are available for heating with any type of gas or with oil and in areas where water is scarce a specially designed air cooled condensing attachment is available, eliminating water consumption altogether.

### Economy Bath

American Radiator and Standard Sanitary Corporation of Pittsburgh has announced an economy bath called the Bildor. This bath available in regular or acid-resisting enamel, is constructed of rigid cast iron covered with a thick coat of enamel which the manufacturer claims adds an easy-to-clean surface feature. The Bildor was designed to require a minimum of space for installation and comes in the five foot recess size, measuring 14 inches high and 28 1/2 inches wide.

### What's in a Door?

A new, one-piece all steel garage door is being introduced by the Steel Door Corporation of Pontiac, Michigan. The manufacturers say that the use of two stabilizing arms eliminates all side sway and that sponge rubber between the framing and the door eliminates noise. Other features include an adjustable track hanger, an adjustable bottom weather seal, complete factory installed locking mechanism, all welded construction, an auxiliary lifting arm, and a simplified method of adjusting tension of lift spring by the turning of a single nut.

### Light as a Feather

The United States Gypsum Company of Chicago announced recently that it will begin distribution of a new ready-mixed perlite-gypsum plaster. Structo-Lite, unlike conventional plaster, has no sand content. They claim it reduces the weight of plaster in walls and ceiling about 50%, and nearly doubles their fire resistance.

### Fanfare

A versatile, new four-way window fan, the 16-RWF Riviera, has been developed by the Westinghouse Electric corporation of Pittsburgh. The Riviera is a portable and reversible window fan, operating at two speeds, and may be used as an exhaust or intake fan for any window in the home or placed face-up on the floor to provide all-round room circulation. The manufacturers claim it is capable of circulating 3,200 cubic feet of air a minute. In addition, this fan is equipped with "air injector rings," which boost air displacement by approximately 40%.

## LOW-COST HOUSING EQUIPPED FOR LUXURY LIVING

with **Hotpoint** Electric Appliances

Gunnison Homes Now Feature **Hotpoint** Electric Kitchens and Home Laundries



One of Gunnison's New Models based on designs by the nationally-famous residential architect, Henry Hill of San Francisco.

**G**unnison Homes have always enjoyed an enviable position in the field of low-cost, prefabricated housing. A variety of models, factory produced, offer values that have proved highly desirable in community building. Gunnison has featured conveniences and comforts such as continuous-loop perimeter heating . . . plenty of closet space . . . picture windows . . . overhanging eaves . . . roomy kitchens . . . spacious living rooms . . . utility rooms . . . and other optional features such as Thermo-Pane window walls . . . window bays . . . garages and breezeways.

Now, recognizing the intensity with which all-electric kitchens and home laundries are winning the favor of America's homemakers, Gunnison has wisely decided to include Hotpoint Electric Appliances in their homes. Thus, additional "buy-appeal" has been added and homemaking in Gunnison Homes becomes more joyful.

This is an outstanding example of how luxury living can be provided in low-cost housing. Kitchens and home laundries can be just as modern in modest homes as in stately mansions. The increasing desire for ownership of Hotpoint-equipped low-cost homes proves the wisdom of this investment. Today's homemakers are demanding the conveniences found only in all electric living. Builders, with an eye to quick turnover, have learned this and are profiting by providing it.

Hotpoint, pioneer of All-Electric Kitchens and Home Laundries, believes that the counsel they give builders on scientific kitchen and home laundry planning can prove invaluable to you. Your inquiry will be given prompt and thorough attention.



### DON'T MISS THIS OPPORTUNITY—

Builder Division, Hotpoint Co.  
5600 West Taylor Street, Chicago 44, Illinois  
We are interested in knowing more about your kitchen and home laundry planning service.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

# Hotpoint

## ...Pacemaker of Progress!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS  
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS • DEHUMIDIFIERS

**HOTPOINT Co.** (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

# Figure it BOTH ways

1. cost-in-place  
of lumber  
roof sheathing

2. cost-in-place  
of PlyScord  
roof sheathing





HERE's paper and pencil proof that you can cut costs with PlyScord—and get a far better job, too. Remember, the full story of construction costs isn't shown on the bill of materials. It's the *applied cost* that counts. That's why you can save up to \$2.50—and more—per square with PlyScord. Prove it yourself. Figure it *both* ways on the chart below.

#### Estimating Chart to Cover 1,000 Sq. Ft. of Roof Area

Data Developed from Walker's "The Building Estimators' Reference Book"

PLYSCORD*	RATE	TOTAL	LUMBER	RATE	TOTAL
1,056 sq. ft. 3/8" or 5/16"			1,200 ft. b.m. 1x8 shiplap		
Nails 6d-12 lbs.			Nails 8d-20 lbs.		
Carpenter 6 Hours			Carpenter 11 Hours		
Helper 3 Hours			Helper 5 Hours		
TOTAL COST IN PLACE.....			TOTAL COST IN PLACE.....		

\*FHA now accepts 3/8" PlyScord over rafters 24" o.c., 5/16" PlyScord over rafters 16" o.c. Write Douglas Fir Plywood Association, Tacoma, Wash. for application data.

# PLYSCORD®

GRADE FIR PLYWOOD

This registered trademark identifies PlyScord—the economical construction grade of interior fir plywood bonded with highly moisture resistant glue. This stamp on panel is your assurance of tested quality.

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In test above 3/8" PlyScord on 24" span easily withstands 500 lb. concentrated load. Plywood's great two-way strength means economy because relatively thin panels can be used—3/8" PlyScord on rafters 24" o.c. easily withstands uniform load of 30 lbs. p.s.f., 5/16" on 16" span takes uniform load of 40 lbs. p.s.f. Both constructions now FHA accepted.



PlyScord holds nails well. Tests on roofs exposed 2 years show minimum force of 85 lbs. required to pull cedar shingle from 5/16" PlyScord. In case of asphalt shingles, roofing is invariably torn from PlyScord without loosening nails. Other tests and actual experience shows 5/16" PlyScord holds nails as well or better than 1" soft pine boards.



Roofing materials go down faster over solid PlyScord sheathing. Factory seasoning assures dimensional stability. PlyScord won't shrink or swell like boards to damage roofing. Roofing lays flat, stays flat. PlyScord roof sheathing adds strength and rigidity, acts as a structural diaphragm in resisting loads caused by high winds, earthquakes.

**SMALL OR SUMPTUOUS**—they're alike in one respect...

## THEY HAVE **ELECTRIC RANGES!**



One house shown here sold for under \$10,000. The other was in the upper-income class. But both had what all types of home buyers want—*Electric Ranges* in the kitchen. They've learned that cooking electrically is both economical and easy, and assures a clean, cool kitchen. No matter what the size or cost of *your* houses, one item of equipment that will really help you make them sell is the *Electric Range*!

According to Mr. Joseph P. Lenny, who built this small home in Runnemede, N. J. (he sold 25 the day he opened his model house)—“In my experience, most home buyers can't resist an all-electric kitchen. And the kitchen can't be all-electric without an *Electric Range*. Although my homes are moderately priced, I offer this plus item and it helps me stay ahead of the field.”



Mr. Harry LeVelle, builder of this large home in Chevy Chase, Md., says, “90% of my home sales are to women who love the all-electric kitchen. They want to work in such a kitchen, although you might think that homemakers in such families would not be doing their own work.”

Among the appliances that help the homemaker to achieve gracious living in the Chevy Chase home is the modern, automatic range, and—of course, it's **ELECTRIC!** Mr. LeVelle, the builder, is convinced that the electric kitchen is his greatest sales factor.



More Builders Every Day  
are Installing

**ELECTRIC  
RANGES**



**ELECTRIC RANGE SECTION**  
National Electrical Manufacturers Association  
135 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE  
FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT  
KELVINATOR • MONARCH • NORGE • PHILCO  
WESTINGHOUSE

# PAINE REZO DOORS

T. M. REGISTERED

*coreway*  
the ~~doorway~~ to trouble-free service



**Here's  
the interlocking,  
ventilated all wood core that provides  
unduplicated strength and stability**

On the surface, flush hollow core doors may look much alike, but it's what's beneath the face that determines the service and satisfaction that you can expect. Here's where the superiority of Paine Rezo doors is most pronounced; for nowhere else will you find equal dimensional stability, nor such lightness in weight combined with great structural strength.

For these reasons architects and contractors everywhere have installed more than five million Paine Rezo doors in

buildings of every type. No other hollow core door has been so widely endorsed, so thoroughly time-proved. Remember, when you decide on Paine Rezo doors, you specify a door that not only looks good, but is good *all the way through*.

Write for an illustrated data bulletin.

*Manufactured by the*

**PAINE LUMBER CO., LTD.** *Oshkosh Wisconsin*

ESTABLISHED 1853

**1953 is the  
PAINE  
Centennial Year**



# NATIONAL REAL ESTATE and BUILDING JOURNAL

VOL. 54 NO. 3



MARCH 1953

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Published monthly for real estate builders, property managers, and real estate brokers, by Stamets Publishing Company. Publication offices and general headquarters — 427 Sixth Avenue, Southeast, Cedar Rapids, Iowa

Subscription prices: \$4 a year, \$7 two years, \$10 three years in the United States. In Canada, \$5 a year; in all other countries, \$6.50 a year. Single copies 50 cents; back copies except Roster issue \$1. Member ABC.

## THE JOURNAL REPORTS



### Wenzlick Predicts Readjustment Period

One need only to talk with various realtors around the country to find that the real estate boom is over. This fact is supported by Dr. Roy Wenzlick, nationally known real estate analyst. He says the boom is a thing of the past and we're entering a period of economic readjustment.

Here are his other predictions for 1953: 1) There will be a drop of 13% this year in new home construction. Prices of new homes will remain about as they are. 2) General business conditions will be about as good as last year, but 1953 will mark the beginning of some falling off in profits and the mellowing of commodity prices. 3) There is little chance of a major business collapse this year. 4) Prices of existing houses, which declined 8% in 1952, will continue to sag. 5) Interest rates on VA loans will be increased from 4% to 4½%. 6) Retail sales will fall off slightly. 7) Building costs will decline slightly. 8) Mort-

gage interest rates will rise. 9) Commercial building (on a dollar basis) will increase by at least 25%. 10) Industrial building (on a dollar basis) will drop by 25%.

### Cole Appointed HHFA Chief

Another victory for the real estate and home building industry was won late last month when President Eisenhower appointed Albert M. Cole to be administrator of the Housing and Home Finance Agency. Cole, 51, is a former member of Congress from Kansas. His appointment is awaiting approval by the Senate. Meanwhile, Raymond M. Foley, present administrator of HHFA, has agreed to remain as administrator until Cole's appointment is acted on. Foley's resignation has already been submitted.

Cole, a Republican, was elected to the House in 1944 and served in Congress through last year. Dur-

(Please turn to page 18)



NEW

# "Pictures in Wood"

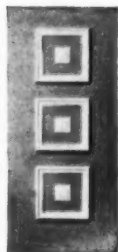
BY CURTIS

Decidedly contemporary in design, yet extremely versatile, this Curtis New Londoner flush door gains additional interest from the smart new Curtis trim—one of several choices.



Fresh and original, these new flush door designs by Curtis can help increase your scope in adding distinction to the homes you plan. And the beauty of these doors is as durable as it is striking—thanks to their all-wood, moisture-proof construction that guards against warping or sagging.

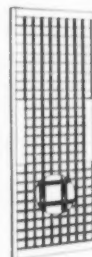
Door designs shown here are available either with Curtis New Londoner hollow core construction or Curtis American solid core. These designs are only a few of the many Curtis offers, both for exterior and interior use. Curtis New Londoner hollow-core flush doors are available in wide widths for schools, hospitals and public buildings.



◀ Skillful proportioning and effective use of simple ornamentation create rare charm in this new Curtis door, made in both hollow-core and solid-core construction. Superior dimensional stability has been proved in more than 4,500,000 installations.



◀ Note the carefully-matched grain pattern in this New Londoner Curtis exterior door. Curtis New Londoner and American doors offer a choice of carefully selected veneers in birch, maple, oak and other woods—creating effects of rare beauty.



◀ Here is the patented, locked-in, all-wood core that assures lifetime dimensional stability in Curtis New Londoner hollow-core flush doors. Each New Londoner door is one completely joined unit with nothing to "float" or get out of place. Curtis American solid-core flush doors have a kiln-dried pine core and are completely sealed against moisture.

**CURTIS**  
**NEW LONDONER**  
HOLLOW-CORE  
FLUSH DOORS

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3 BEDROOM with CAR PORT Low Pitch Roof



2 FAMILY DUPLEX

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3. Roof Panels, with rafters, sheathing, assembled. Shingles and paper supplied.
4. Partitions, completely assembled.
5. Interior: Doors completely finished and assembled into finished jams. All trim finished in syntho blonde enamel; Youngstown Kitchens by Mullins; assembled, disappearing stairway; pre-cut utility room closet and shelving.

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*Home*



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Asphalt Tile Floors, easy to clean; Hollywood Flush Doors, easy to dust; Youngstown Kitchens with new Lazy Daisy Corner Base; Beautifully Painted Interior Walls and Ceilings; Expansible Attic, can add 2 bedrooms; All Aluminum Windows, fully weatherstripped; Thermopane Picture Window.



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Mullins Youngstown Kitchens • Miami-Carey Ventilating Fans  
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## ABOUT THE AUTHORS

**JOHN F. HENDON** of Birmingham, Alabama, author of "What are Your Opportunities in the Parking Business," is a pioneer in the parking industry. He started his parking business in 1927 and now operates 67 parking facilities in eight southern cities. A graduate of the School of Commerce of Washington & Lee University, he is active in Birmingham civic organizations and much sought after as an author and speaker. A great deal of his spare time is spent on his hobby, flower culture. He specializes in camellias and has won numerous prizes in local flower shows. His friends say his home is a floral showplace.



**ARE YOU** careful about exclusives? Hal Hardin of Kansas City asks this question and explains why it is important in this month's JOURNAL. A native Iowan and a graduate of Grinnell College, Hardin formed the Hardin & Stockton Company of Kansas City in 1938 after considerable experience in real estate and office building management. He started his real estate career with the J. C. Nichols Company in Kansas City. In 1923 he went to California and "stopped the boom," as Hardin says. While there he was sales manager of a cooperatively-owned office building which sold out in a year for approximately \$1.8 million. His first contribution to the JOURNAL was an article about his management of that building.

### Journal Reports

*(Continued from page 14)*

ing all but the first two of those eight years, Cole was a member of the House Banking Committee, the group which has jurisdiction over many finance and housing bills.

### Barr Appointed New Rent Chief

William G. Barr, the new Director of the Office of Rent Stabilization, succeeding James McI. Henderson, is one of the youngest appointees of the new administration — only 33. He has been a deputy in the ORS since December 1947, and his associates say he is noted for his ability as a conciliator in controversial problems.

Perhaps the most interesting aspect of Barr's experience to realtors is that he assisted his father during college years and later in the rental management of hotels, houses, apartment and office buildings, and other properties. His father was a Republican State Senator from Joliet, Illinois, with 48 years service.

In spite of the apparent balance of his experience between government service and private business, time will only tell what the activities of ORS will be this year. The announced policy of the new administration is that only those areas will be controlled where the housing situation can unquestionably be classed as critical.

### January Starts Reach 71,000

According to preliminary estimates of the Bureau of Labor Statistics, housing starts hit 71,000 units, 4,000 of which were public housing. This is about 7% below December 1952 but is 9% above January 1952.



# PRODUCT NEWS from **AMERICAN-Standard**

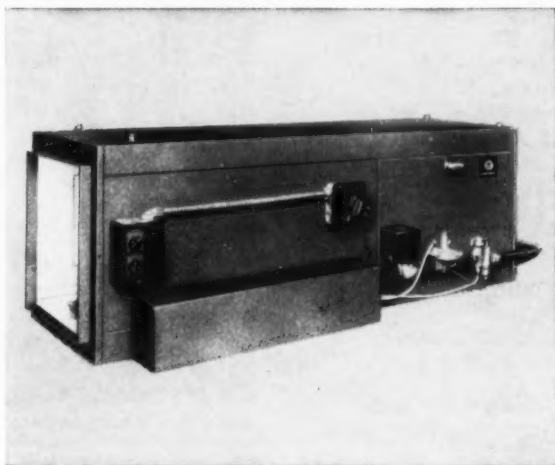
*A review of products in the news and important features worth remembering*



**RESTAL RECEPTOR BATH.** Here is complete bathing convenience in shower stall space. The 12" high Restal, with integral corner seat, fits a finished compartment approximately 36" x 38". In modernization, a closet or similar space often can be turned into an extra bathroom with the Restal. It's made of rigid cast iron with a thick enamel coating in white and five colors.



**AMERICAN-STANDARD KITCHEN CABINETS.** The maker of the world's finest cast iron kitchen sinks now offers a complete line of all-steel kitchen cabinets . . . base, wall, utility and undersink cabinets. Convertibility feature permits changing shelf and drawer arrangements to meet individual storage needs. Finished in smooth, white, baked enamel.



**PAWNEE WINTER AIR CONDITIONER.** This gas fired horizontal type unit is a space-saver in small homes, can be installed in out-of-the-way places. In attic installations, in suspended installations or installed in the crawl space under a basementless house, the Pawnee allows complete freedom of duct layout. It can be used for perimeter heating jobs, too.



**HEATRIM PANELS.** Specifically designed for forced circulation hot water heating, these baseboard heating panels provide convected warmth throughout each room. The panels take the place of regular wood baseboards, allow use of virtually all the floor area. Panels can be installed free standing or recessed . . . are ideal for use under picture windows.



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## APARTMENT HOUSE MERCHANDISING

### Short Hills Village

302 SHORT HILLS AVE.  
SPRINGFIELD, N. J.

252 UNITS of garden apartments feature Westinghouse Appliances in their kitchens—the second such project by this builder in one year.

## "LEASES SIGNED FASTER DUE TO WESTINGHOUSE IN OUR KITCHENS"

*So says President Angleton, Liberty Construction Company, who finds tenants know and have confidence in the Westinghouse brand.*

When the second and third sections of Short Hills Village were opened for inspection in 1952, prospective tenants quickly recognized the very real values of these deluxe garden apartments, even at the substantial rentals asked.

When planning this project, the builders took into consideration the need for a quiet location, convenient to stores, schools and churches. They state, "We chose Westinghouse Refrigerators, Dishwashers and Vent

Fans so that our kitchens would match the high standards of the other facilities we provided."

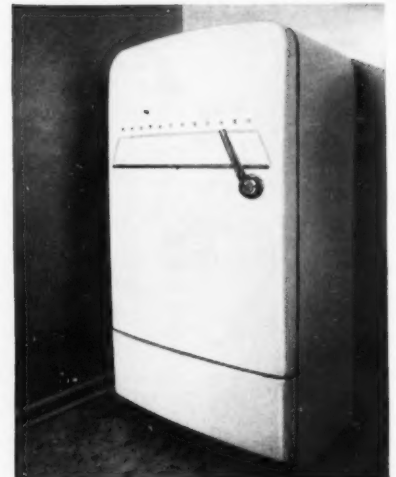
Whether or not your apartments are designed for the carriage trade, you will find that Westinghouse Appliances are available in the right model and size for your needs. Right now you can learn full details about the completely new 1953 line of Westinghouse Appliances by calling on our nearest distributor or writing direct.

### WESTINGHOUSE ELECTRIC CORPORATION

Electric Appliance Division, Mansfield, Ohio

Makers of Refrigerators, Ranges, Laundromats, Dryers, Dishwashers,  
Water Heaters, Vent Fans and Food Waste Disposers

... of course, it's electric!



WESTINGHOUSE Appliances, such as this deluxe 8 cubic foot refrigerator, are particularly liked by apartment operators because of their low cost of owning and upkeep.



TENANTS find special appeal in the convenience of the Westinghouse Dishwasher. The Under-Counter Model shown takes no more space than a standard base cabinet.

# YOU CAN BE SURE... IF IT'S Westinghouse

## AN IDEAL OPPORTUNITY.....

**T**HE INCREASINGLY competitive housing market puts the real estate builder in a singularly fortunate position. This becomes even more evident as we get into the spring building season.

Builders are agreed that they can keep up the present million-house-a-year construction pace. But many of these builders are far less confident that they can sell or arrange the financing for that volume.

Many of the builders who are wary about the months ahead have had no experience in a competitive housing market. The tremendous demand for shelter over the past few years has absorbed houses as fast as they could be built. Not much was needed in the way of sales methods: in a good share of cases a builder could hold an open house, post a man to answer questions and take orders, and have a sell-out.

But this situation is rapidly changing. Mr. and Mrs. Home Prospect have more houses to choose from. They've been educated to the newest home design and equipment features. They want to shop around for the best value. They have to be sold.

The real estate builder knows — or should know from his brokerage experience — how to sell houses. He is acquainted with what people want in his community and the price they can afford to pay. He knows which way his community is moving and what is the most desirable land. He knows financing because he deals with it every business day of his life. With this knowledge, he is in an enviable position. He can take the lead — if he uses that knowledge to its fullest extent.

To expand the housing market, it has been suggested that builders take trade-ins of old houses on new ones. This is not a new idea to the real estate builder. He has been doing it for years. But he can increase that activity. And he's the logical person to do that job. He knows the market and how to appraise for true value; how to handle all the involved mechanics of the trade or exchange. From his management experience, he is qualified to accurately judge whether it is economically sound to remodel a trade-in house for resale, both from the standpoint of remodeling costs and the extent modernization will add to value.

To further improve the housing of his community and expand the market, the real estate builder is in an ideal position to redevelop slum areas and rehabilitate substandard housing. He recognizes the best use to which land can be put, the economic and social results of clearing or giving a new face to a slum area.

For the real estate builder, there are unlimited opportunities to provide new housing and, at the same time, improve the nation's housing supply. He is equipped to handle all phases of building homes for sale, from the acquisition of land to the final sale or rental of those homes.

There are abundant reasons for optimism as we look into the future markets for our product and services. The real estate builder can put every one of his services — selling, financing, managing, building, appraising — to work in these markets. Those builders who do not have these services will find it profitable to cooperate with a real estate organization in order to successfully meet the more competitive days ahead.

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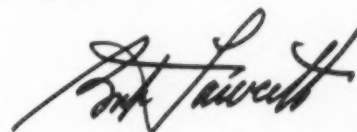
*Contributing Editors:*  
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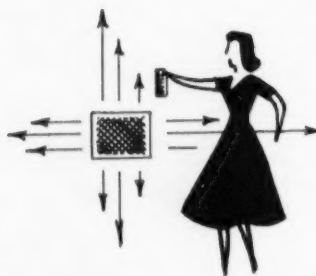
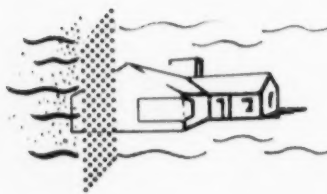
*Advertising Service Manager:* Joan Clark

*Circulation Manager:* E. J. Dvorak

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# AIR CONDITIONING

## ... What You Should Know About It

To the realtor and builder, year-round air conditioning is a potent new sales feature for today's homes. But to fully utilize its salability, you and your personnel will want to know about how to demonstrate it, how to figure operating costs, what types of systems are being used. The salient features of air conditioning are summarized here

By ROGER C. LAKEY, *Managing Editor*

A NEW comfort feature for American homes is sweeping the country — year-round air conditioning. It's becoming a potent sales feature for real estate builders. Manufacturers are predicting that it will be only a short time before all new houses not equipped with it will be obsolete, regardless of which section of the country they are in.

Whether the impact will be that tremendous or not remains to be seen. Nevertheless, year-round air conditioning is here, and a general knowledge of it will be useful to real estate builders, salesmen, and property managers. This article tells about the types of systems being used, how air conditioning adds to salability of houses, how to demonstrate an air conditioned home, how to figure operating costs and estimate what sizes are needed. Savings in design and construction are discussed, and a glossary of terms is included.

There are misconceptions about what year-round air conditioning really is. Many people believe a house is air conditioned if the air is merely cooled and circulated through it, which of course isn't true. Technically, air conditioning is the control of both temperature and humidity within the human comfort zone. But with today's equipment, it is more than that.

True year-round air conditioning performs six jobs: 1) cools the home in summer, 2) heats it in the winter, 3) adds moisture in the winter, 4) removes moisture in the summer, 5) filters dirt, pollen, and other impurities out of the air all year, and 6) circulates this fully conditioned air throughout the house as needed.

### Types of Systems

There are various types of equipment available, the trend being toward single package units incorporating all components for heating, cooling, dehumidifying, and circulating filtered air. Manufacturers of single package equipment state these advantages for it: 1) Saves considerable floor space, particularly important in basementless, slab type houses. 2) It is more efficient. 3) It is more economical to manufacture and install — no duplication of components or cabinets and no extra duct work to connect units. 4) It is easier to install because it is a single unit. 5) It presents a neater, more compact and attractive appearance.

Other types are the single unit system, the double unit system, individual cooling and heating unit system, and built-up systems.

The single unit system is generally used in houses having a type of heating system other than forced



warm air. The unit has its own refrigeration, air circulating and distribution systems. It uses a complete duct system or merely a grilled plenum discharging conditioned air at some central point.

For a residence equipped with a forced warm air heating system that also has a blower large enough to handle the required extra capacity, the two-unit system may be used. One of the units is the warm air furnace itself, or winter air conditioner. The other is a refrigeration unit placed in the return air circuit of the warm air furnace to cool, dehumidify, and filter the return air before it passes through the furnace and into the ducts for distribution.

The individual cooling and heating unit system has one distribution system but uses separate refrigerating and heating units with their own air circulating and filtering equipment. The air from one unit does not pass through the other unit but is fed into the common distribution system.

Built-up systems are made up from various component parts of air circulating, refrigerating, and filtering units. Such systems are seldom used in residences due to the many advantages of packaged systems.

#### **Selling Points**

Temperature and humidity control in terms of personal comfort naturally get top billing as sales features. But there are other features that many buyers believe are just as important.

James Mason of Chrysler Air-Temp — sums them up this way: 1) *A cleaner home* — due to the equipment's filtering function. Housecleaning expense and labor are reduced. Furniture and furnishings last longer because closed windows and doors keep ordinary air-borne dirt and dust out of the home.

2) *A cooler home* — Reducing the relative humidity as well as temperature increases personal comfort. Sleep comes quicker. Heat strain is reduced. Every member of the family benefits more.

3) *Healthier home atmosphere* — Annoying effects of hay fever pollen are reduced. Persons suffering from respiratory ailments find relief. Others with heart conditions have been relieved of additional strain, according to some doctors. Smoke, smog and other air-polluting elements are kept out of the home or are filtered out of the home air.

4) *Prestige* — There is a certain amount of respect paid to owners of air conditioned homes.

5) *Family "centeredness"* — Television is becoming the family recreation center, replacing the fireplace. The comforts of air conditioning and the entertainment of television are offered as means of bringing members of families closer together.

#### **Demonstrating an Air Conditioned Home**

Considerable thought should be given to the technique of showing an air conditioned home. Simply telling prospects about the air conditioning naturally does not have the sales impact of letting them actually feel the conditioned atmosphere.

An important thing for salesmen to remember is that a refrigerator's cooling can't be demonstrated if the door is left open. The same is true of an air conditioned home. If a steady stream of prospects passes through the house, the air conditioning will be ineffective. Provision should be made to take prospects through in small groups, or some method used to keep doors closed as much as possible. Windows, of course, should always be kept tightly closed when the unit is operating.

There are several ways to dramatize an air conditioned demonstration house. Here are some suggestions that worked successfully:

Show a large "blow-up" of a cutaway air conditioning unit with explanatory signs showing how the air is cooled, filtered, and dehumidified as it passes through the unit. Manufacturers or distributors of the equipment you buy may be able to supply cutaway drawings.

Hang up a pair of dirty filters with a large sign, "This dirt removed from this house in only two weeks."

Exhibit pails of water with placards pointing out the large quantities of water removed daily from the air inside the house.

Exhibit diagrams showing how conditioned air is delivered to each room as needed.

Furnish the house in light-colored drapes, carpets, and upholstering, and use placards to point out that lighter colors are practical in an air conditioned house.

Use posters and other means to play up advantages of air conditioning such as the "Emancipation Proclamation for Homemakers" used by Real Estate Builder F. H. Mulcahy in his 44-home Deerfield Park in Short Hills, New Jersey:

## **Emancipation Proclamation**

### **FOR HOMEMAKERS**

Be it now published and ordained, with the opening of the doors of this abode, that woman is freed henceforth and forever, to wit, from:

1. The rigors of daily dusting, cleaning and sweeping.

2. The onslaught of ailments arising from the pestilent humors of houses of uneven temperatures, and air over-laden with dampness and dirt.

3. Limitations upon her God-given inclination to use light colors of wide and varying hues in the decoration of her abode, and her choice of fabrics in the furnishing thereof.

4. The grievances of the creaking chair and the bureau drawer that refuses to open, due to the lack of humidity control.

5. Insects and all manner of creeping and flying things which seek out open windows and enter to make their residences and wreak their destruction.

6. The wading pool basement with its clothesline of drying garments which won't.

7. The abomination of the paint that peels and the wallpaper that buckles and sags, resulting from extreme moisture.

8. The bills for too frequent cleaning and pressing of clothing, slip covers, drapes and furnishings which throw out of balance her household budget.

9. The jittery nerves and bad disposition, to the everlasting benefit of her beloved family, through diminishment of noise from the street, yes, even to that of the all outdoors.

Upon this we fix our seal this seventh day of September in the annum of our Lord, nineteen hundred and fifty-two.

CARRIER CORPORATION

#### **Estimating Operating Costs**

Closely tied in with salable features is cost of operation. Prospects will ask, "How much is it going to cost me to operate this air conditioning equipment?"

As F. C. DeLorenzo of General Electric Company says "Costs vary according to locality. In Dallas, which has a long cooling season, estimates for a six room house average about \$93 a year, but in New Jersey, a six room house would figure about \$65 a year."

But some prospects will want to know more about how the estimate is arrived at. General Electric Company has developed a simplified formula which anyone can use to estimate annual cost providing he can get information on cost of electricity and water, temperature of

cooling water, and estimated hours of operation for a given locality. The formula is

$$\text{Annual Cost} = \frac{\text{Tonnage Installed} \times \text{Hours of Operation}}{\text{X Cost Factor}}$$

The following table is used by General Electric to estimate hours of operation for 20 major cities.

Hours of Operation	
Baltimore	700
Boston	200
Buffalo	125
Chicago	400
Cincinnati	850
Columbus, Ohio	650
Cleveland	300
Dallas	1,200
Detroit	500
Duluth	100
Ft. Wayne	600
Grand Rapids	500
Houston	1,450
Indianapolis	800
Milwaukee	300
New Orleans	1,650
New York	300
Pittsburgh	500
St. Louis	1,150
Washington, D.C.	700

Tonnage installed is a figure easily obtained. Most equipment is rated as two, three, or five tons, for example, and the tonnage rating can be found on the nameplate of the equipment. Some units are rated in horsepower, but this rating can be used interchangeably with the tonnage rating for the purpose of this formula. In other words, one ton of cooling is usually obtained from a one horsepower compressor.

The cost factor in General Electric's formula is found by this rule:

$$1.2 \times \text{cents per kilowatt hour} + \text{plus} \\ \text{\$/per 1,000 gallons of water}$$

#### Temperature Factor

Cents per kilowatt hour can be obtained from the local power company and the price of water from the city water department. Temperature factors are given in the following table. The water department can also supply the mean summer water temperature.

Water Temperature Factor	
Mean Summer Water Temp.	Factor
70°F	15
75	12
80	8½
85	5

To show how this formula is used, let's estimate the annual cost of operating a three horsepower unit in Montclair, New Jersey. The city's quarterly water rate is

	per 1,000
First 10,000 cu. ft.	\$2.65
Next 90,000 cu. ft.	2.25
Excess	1.75

It's electric rate is 14 kilowatt hours (kwh) for \$1.00

Next 26 at	.038/kwh
Next 60 at	.028/kwh
Next 200 at	.026/kwh
Excess at	.02 /kwh

It's mean water temperature is 70°F.

This is all the information needed to make the calculation. From the Hours of Operation Table, annual use in Montclair is 300 hours. Assume that during the cooling period the water will all be charged under the first step of \$2.65 per 1,000 cubic feet. Since one cubic foot contains 7.5 gallons, this charge is the same as 35 cents per 1,000 gallons. Also assume that power will be charged in the two cents per kilowatt hour bracket during the cooling season.

Using these values, the annual cost is:

$$3 \times 300 (1.2 \times 2\text{¢} + \frac{.35}{15})$$

$$\text{Cost} = 900 (2.4\text{¢} + 2.3\text{¢}) \\ \text{Cost} = \$42.30$$

A point that may be interesting to prospects shows up in the cost factor calculation — operating cost is almost equally divided in this particular case between power and water. Power costs 2.4¢ per ton hour and water costs 2.3¢ per ton hour.

This may not be true however, in regions where water is more scarce and costs more. In such regions, water conservation may be a problem and there may be restrictions on the use of water. In such cases, it may be necessary to use a cooling tower or a well. To avoid pitfalls, however, technical advice can be obtained from local distributors of the equipment you plan to use.

#### Savings in Construction

Builders and manufacturers have varied opinions on how much can be saved in construction costs by using air conditioning and designing the house accordingly. Barring public opinion and building codes, it's conceivable to design a house

in such a way as to write off practically all the cost of air conditioning equipment with savings in design and construction. But codes and public acceptance must be considered in designing today's houses, and that's where the disagreement begins.

Jack Barnes of Carrier Corporation says the builder of an air conditioned home in New Orleans made these savings:

Attic Fan	\$200
Reduction in hall area by eliminating attic fan — 20 square feet at \$9 per square foot	180
Sheet metal for fan outlets	50
Lower roof pitch by eliminating fan	200
No windows in solid west wall	40
Possible millwork savings by using fixed sash	175
Total	\$845

Barnes says the screened porch was also eliminated from this house, and although he has no figures available he estimates the savings to be at least \$350 to \$450.

Barnes points out that year-round air conditioning is moving down the scale from medium-priced homes into low-cost, mass-market homes. "As we move into such homes," Barnes says, "it is obvious that less money can be saved since builders have already squeezed costs down to a minimum in order to provide the greatest possible amount of space for the money."

But W. R. Yeary of Westinghouse has an opinion that may well represent the thinking of many prospects. He says, "We do not go along with these who see the eventual elimination of chimneys, basements, etc., nor do we subscribe to the thought that windows must be small, high in the wall or stationary, or eliminated altogether."

He says demand for air conditioning will bring about some changes in home construction and architecture, but he foresees no revolutionary changes in standard construction practices.

Yeary cites his own family as an example of why such traditional features as windows, chimneys, basements, are here to stay. "Consider this," he says, "I am a prospective home owner. As greatly sold on air conditioning as my wife and I are we would not give first consideration to a new house having no windows or high, narrow-slot type windows, no chimney or basement, fewer closets. Nor would we consider stationary windows which cannot be opened.

All these things are highly objectionable to us, air conditioning or not! So, no sale. Air conditioning a jail does not make it any less a place of confinement!"

The fact remains, however, that certain savings can be achieved by using air conditioning. How far a builder will want to go in that direction depends on his analysis of the market for which he is building — and upon local and government requirements.

Barnes lists the major considerations for this problem and estimates the possible savings in dollars for each category based on estimates from builders using Carrier air conditioning equipment:

1) **WINDOWS** — In lower-bracket volume home construction, where builders must appeal to a very wide range of tastes, it would not seem wise at this time to use fixed sash throughout. Nevertheless a greater proportion of the windows can be fixed, and in special window arrangement such as picture windows or clerestory windows all fixed sash can be used. Probable savings including screens are about \$20 and up per standard size window. Also, since most people who live in air conditioned homes will admit that they never open the windows whatever their opinions were beforehand, screens may be eliminated from movable sash windows. Needless to say, savings in the window category will tend to increase as the public becomes more accustomed to living in air conditioned homes.

2) **THE SOLID WALL** — This is thought of not as a money-saving device but as a convenience feature to shut off the sun's afternoon heat, to provide more wall space for furniture placement, for built-in closets and cabinets, or for a stairway or attached garage, or to provide privacy in living areas adjacent to the property line. Nevertheless, it can save money in framing cost for windows that would normally have been required in this wall to provide cross-ventilation. In the average usage this could amount to \$20 to \$25 per window or \$40 to \$75 per home.

3) **PERIMETER DESIGN** — Generally speaking, the cheapest home to build is a square home because it has the greatest floor area in proportion to wall area. Going up the line, a simple rectangle is cheaper than one with wings and offsets. Each wing or offset designed for cross ventilation which can be eliminated does away

with two or more corners at a possible savings of \$50 to \$75 each.

4) **ATTIC FAN, SCREENED PORCHES, BREEZEWAYS** — Where applicable probably the greatest savings can be achieved here. The previous rundown on the New Orleans home gives more details of savings in this category.

5) **LOT COST** — Savings can be achieved by using land that normally does not provide favorable orientation, contours, or prevailing breezes.

#### How to Figure Equipment Sizes

In terms of initial equipment cost, a cooling btu is far more expensive than a heating btu. Therefore, the builder will want to be certain that the sizes chosen are calculated accurately. Equipment that is too large, of course, is a needless expense, but undersized equipment won't do the job and will lead to dissatisfied home owners.

Various rules of thumb have been stated such as figuring one ton of cooling for each 400 to 500 square feet of floor space or figuring one cooling btu for every four heating btu's. These can perhaps give a rough idea of the size needed for some cases, but they should not be used for fine calculation of sizes. The safest bet is to call in an air conditioning dealer or engineer to figure the correct size from the plans and specifications.

The technician figuring the job will take into account the sun load on the house, the greatest single source of heat in a residence. Wide overhangs and shade trees on the sun side will help lessen the sun load. Also, white or light colored roofs will reflect nearly half the sun heat absorbed by a dark roof. Awnings, venetian blinds, or shading from adjacent houses will help cut down the sun load.

Insulation is important under the roof and on the west wall, and is also helpful on the south and east sides. Best bet is to insulate the entire house.

Heat gain through floors will be considered only when the room below is not air conditioned or when the underside of the floor is exposed to outdoor temperatures, as is the case in southern climates where houses are built on posts above the ground. A second story room over an open porch will also fall in this class.

A residence has a much smaller heat gain from people than most commercial or industrial applica-

tions. And the heat load from occupants of a residence is fairly constant throughout the day rather than being concentrated in an eight-hour period.

Another source of heat is cooking. All these sources figure in the final calculation. Manufacturers have worked out their own individual methods of making these calculations and publish simplified forms to make the job easier. The 24-hour method is generally in use as the most accurate and economical way as opposed to the old method of figuring loads on an hourly basis which resulted in oversized equipment. Residences have great capacity to store cooling in the walls at night without lowering temperatures below the maximum comfort zone. The cooling thus stored will take care of a substantial part of the load during the following day.

#### Glossary of Commonly Used Terms, courtesy of General Electric Company

**BTU** — British thermal unit; the amount of heat required to raise the temperature of one pound of water one degree Fahrenheit.

**BTUH** — btu per hour.

**COOLING LOAD** — the total of all heat which must be absorbed and dissipated to maintain the desired temperature and humidity within a building. This includes the heat gain from without, the heat generated within and necessary duct transmission and distribution allowances.

**RELATIVE HUMIDITY** — the ratio of the actual moisture in the air to what the air could hold under the same conditions.

**HEATING LOAD** — the total of all heat which must be provided to maintain a desired temperature within a building. It includes the heat loss, and the necessary distribution and pick up allowances.

**LATENT HEAT** — that part of the cooling load produced by the water vapor that comes from outside air, cooking, bathing, laundering, clothes drying, human bodies, and so forth.

**SENSIBLE HEAT** — that part of the heat which changes temperature only and not the physical properties of air. Heat from the sun's rays is sensible. Total cooling load includes both latent heat and sensible heat.

**TON** — the amount of cooling produced by the melting of one ton of ice in 24 hours. It is equal to the removal of heat at a rate of 12,000 btuh. A three-ton air conditioner has a rating of approximately 36,000 btuh. One ton is usually obtained from a one-horsepower compressor.





By EARL B. TECKEMEYER  
*Realtor*  
 Indianapolis, Indiana

Are your salesmen hit and miss listers, bent only on rapid-fire sales? Then they're like hit and run drivers after a Saturday football game, says our author. Here is some bed-rock thinking about how to bolster your reputation and gain a friend with every property listed, with every sale consummated

## is it time to revamp your listing procedure?

**I**T SHOULD PASS without argument that recent war and inflation years in the realty market have seen certain practices grow and others abandoned, which, unless the trend is halted, will ultimately spell disaster for many brokers and salesmen just as surely as the hit-and-run driver spells disaster to the safe motorist. Many people hope they are making a "safe drive" toward that cherished home and, if they are in the hands of a safe pilot — a realtor with a conscience and some skill — they need have no fear. But our road, the realtor's road, seems to be just about as full of hit-and-run drivers as the highways on a bright Saturday afternoon after a football game. We have mentioned the creeping-in of certain practices and the abandoning of others. Let's take the first one first.

### Creating a Safe Road

To create a safe road to the goal of home ownership, the first step to be taken by the realtor is to satisfy his own mind and conscience that the price at which he has listed the property is an honest price. By that I mean one that he can ask with a straight face and no double-talk. Right there is where the first bumps in the road must be ironed out. It is safe to assume that the average prospect doesn't actually know, except by hearsay or inference, what a right price actually is on any given piece of property. He must rely almost wholly upon what his realtor-guide tells him. Now, if a wrong start has been made either through lack of care, lack of effort, or just plain ignorance and slovenliness, it's a dead cinch that some-

where along the road a wreck is in the offing, either in the end after the deal is made and the prospect "wakes up", or before they get that far and the deal is lost. If it comes after, that is where the "hit-and-run" simile comes in. The salesman has done just that — hit the prospect where he can least afford to be hit (in the pocketbook) and then is on the run because it is inevitable that such a prospect never wants to see or deal with that salesman again. But by then it is too late.

### Three-Way Remedy

The remedy is one that we must apply ourselves. No one is going to do it for us. The average salesman and broker is going to have to learn to do three things:

- 1) Learn more about how to determine what any given property is really worth on the current market. This is relatively simple. It involves only moderate study into the fundamentals of market value appraising, not guessing, or solely by making comparisons with some other house, or by some rule-of-thumb method known only to the salesman.
- 2) Either do the above, or spend what would be wasted in first advertising an over-priced property in having it appraised for loan purposes, for example, by some well-known local institution and then using that value as a basis for establishing a listing price.
- 3) Most important of all, after doing either of the above things, take the listing at a figure honestly and conscientiously close enough to the real true worth to enable the broker to be proud to offer it to any customer and feel as certain as it is possible to feel



that a real service is being rendered; service in speeding up the sale for the seller (honestly-priced homes sell quicker) and service to the buyer who knows either that his broker is qualified to set the price or has sought and even paid for an impartial opinion in having it set.

In terms of the practical day-to-day operation of a sound brokerage business this simply means an elimination of the hit-and-miss listing practices and more sincere effort put into soundly evaluating the merchandise we hope to sell.

Surely we owe no less than this to our clients, our prospective buyers and ourselves. We also owe it to our product — real estate. Real estate today needs stout defenders against the ruthless attacks it must suffer at the hands of careless, uninformed operators who seek only the quick deal. Our product is already suffering enough from government interference and rent control without any additional road blocks being thrown up by our own people. We simply must stop, reflect, become aware of our current errors, slow down our whole listing procedure and revamp it along surer, more thorough and realistic lines. Speed in getting and taking listings is a curse. Sound practices and common sense seldom go hand in hand with rapid fire listing and closing.

This may seem a little round-about, but relax and let me explain. We spend far too little time in honest, uninterrupted, bed-rock thinking about our business anyway, so a little of that right here won't hurt.

#### **Over-Priced Properties**

Today, in the cities with which I am familiar, half the property on the market isn't for sale — really *for sale* in the accepted meaning of the term. It is listed, yes, but only because some salesman has sought a listing, offered to take it at a figure set by the owner who, though he will actually sell, isn't really fully on the market through need or desire. He has only allowed the property to be offered because of the fabulous sky-high price at which the broker offered to take it and is willing to try to sell it. A tiny bit of honest sound thought on this feature alone should produce that conclusion.

Here's what happens: The property is advertised and shown. Many come to look it over. The price is discussed but, as is almost always the case, since it is over-priced, it doesn't sell. This goes on for several weeks — sometimes months — and finally the salesman and the seller have to face the issue. One can give a thousand reasons about a bum market, poor season, high taxes, etc., etc., but there is the stark fact just the same — *it hasn't sold*. So, the price is reduced. It is seldom reduced enough right off the bat because it was so blamed high in the first place that even a sizable hunk whacked off won't bring it into line and so, maybe several cuts are endured before the price gets down to where it should have been in the first place and a sale is made.

Those first lookers who inspected the property at the start, and who might have been buyers *right then* at the right price, were lost. But mark this. They have memories. Have you ever wondered what they thought when they see what the broker finally got for the property as against what he assured them was a good buy originally and at which he urged them to purchase? They could easily say, "What if we had been fool enough to buy that property at the price Salesman X tried to get us to pay when he first took us out there." That is a terrible indictment, but America's realtors are guilty of that very "crime" day by

day and nothing seems to be offering any resistance. Nothing will. The remedy is up to us. It must be self-inflicted.

#### **Nationwide Situation**

This is not a situation peculiar to my own community. It exists in every city of any size in America. The frantic scramble after listings, the fevered haste to make the most deals, and hence the most commissions, has drowned out almost any consideration of the building of foundations such as must exist under any realtor's business if it is to weather the storms and stresses of normal markets and lessening demand for housing as construction catches up and the war production stimulus ceases.

The average buyer passes our way but once — maybe twice — in his lifetime. He learns about us through relationships. Relationships with him are our acts, what we do, what we have done with and for him, and with others he hears about. Our reputation in the community is what people say behind our backs when we aren't around. Guarding this most precious possession should be foremost in the minds of every realtor who intends to stay on and operate year after year, depending upon his friends to refer business to him, and to come back for more of the same themselves.

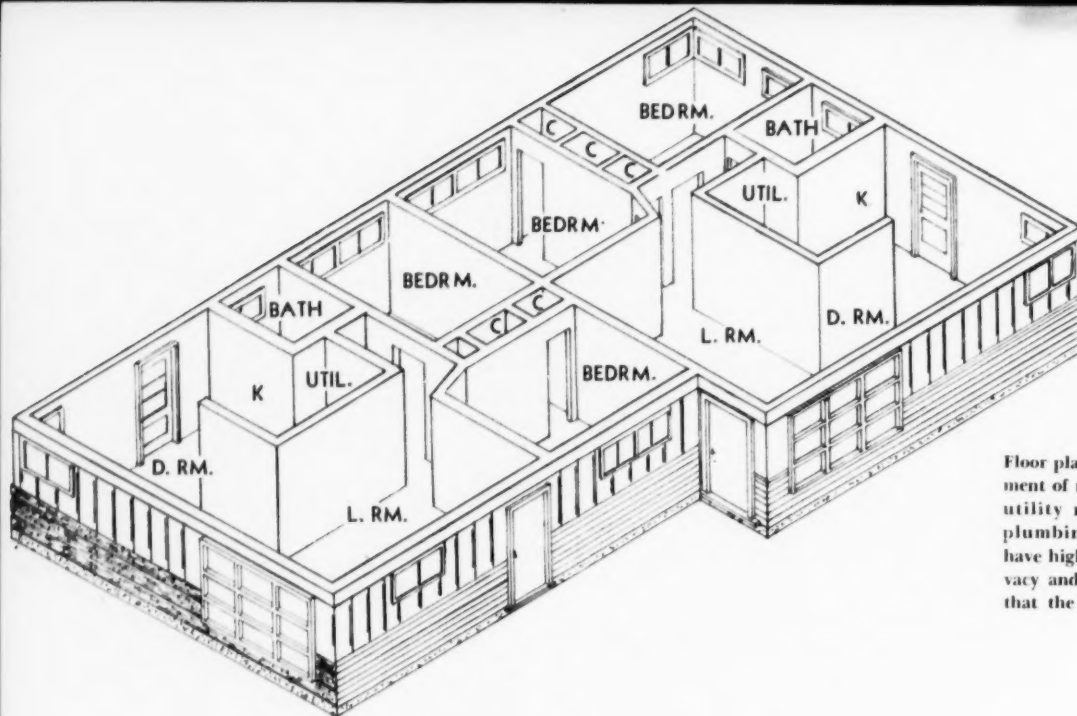
We are never going to be able to feel right doing wrong things. Nothing ever turns out right when a false start has been made, and the most definite and fatal false start imaginable is the one now currently made in the mad rush for listings just so that the other fellow won't get ahead in offerings and sales.

#### **Listing Survey**

A recent survey of 60 properties in a midwestern city of 800,000 population showed that, starting with 60 listings: 1) After 60 days 54 were unsold, 2) After another 30 days, during which time the prices were reduced to what the brokers had advised the clients to list at in the first place, all but eight were disposed of. The remaining eight took another 60 days and another price cut.

Needless to say this office soon began to revamp its listing procedure. We either got listings at a figure relatively close to (at least not embarrassingly remote from) what we valued them at, or didn't take them. Advertising costs in properly listed offerings dropped tremendously. Sales time was cut in half. Savings in advertising no longer spent on over-priced listings more than made up for the listings we failed to get. These were sold by others who took them at the over-price and weathered the storm of multiple showings, lost time, and embarrassing price cuts leading eventually to a deal close to the original equitable figure.

But more than the money and time saving is the "face saving" that will vanish from the realtor's list of things to be solved. No longer will there be the haggling and dickering, the doubt and suspicion, the uneasiness over the realization that here again is another of those "hit-and-run" deals which one is ashamed to face later on. This may seem like a big dose to take at one sitting, but sipping it little by little won't do. The need for corrections is now. If we approach each listing firmly determined that it will be taken on a basis that will permit us to feel honest and decent in making the offering, that is all we need to do. The years and our redeemed relationships with our customers will eventually reap their harvest and realtors everywhere will be really rich — rich, that is, in friendships with people helped and comforted and guided to home ownership without a wreck.



Floor plan shows compact arrangement of rooms. Kitchen, bath, and utility rooms are grouped for plumbing economy. Bedrooms have high ribbon windows for privacy and added wall space. Note that the floor plans are identical

## MERCHANT BUILDING

### Path to Success in Prefabrication

**I**N SPITE of high construction costs, a building organization in Youngstown, Ohio, has set out to achieve maximum livability per rental dollar in a project of 68 duplexes. Shown here is the result — an attractive house with two 800-square-foot units, each renting for \$90 per month plus utilities. Design of the house far surpasses the duplex stereotype, the only suggestion of “duplex” being the double sets of mail boxes and house numbers.

All the houses have the same floor plan. Exteriors are varied by alternate use of stone and brick veneer, vertical and horizontal redwood siding, and stucco, as well as by careful selection of exterior colors. Parking space is provided at the rear.

The units are erected in three operations — slab paving, shell erection, and finishing. Slabs contain perimeter heat ducts and plumbing lines. Shells are prefabricated in sections by International Homes in its factory. The houses are erected and finished by

Prefabricating a group of duplex rental and 500 single family houses brought such outstanding success to a Youngstown building organization that it is expanding its operations on a national scale. Plans are to market prefabs anywhere in the country

the Cosmopolitan Housing Corporation. Streets, storm sewers, and sidewalks were installed and paid for by the owning company and utilities were brought in by the city.

To promote rentals, one unit was fully furnished and kept open for demonstration on weekdays until the project was fully rented. Advertising was placed in local papers. Tenants were permitted to select their own locations depending on moving date and were required to sign a one-year lease, give credit references, and put up \$100 for security. All units were rented ahead of completion.

Features tenants like most are the laundries and kitchens fully equipped with refrigerator, range, washer, dryer, and garbage disposal. Other popular features are complete color styling, flush, hollow core doors, asphalt tile floors.

Pleased with the success of its rental project, International Homes has been erecting a number of homes for sale, using similar construction details and tech-

Typical built-for-sale model shown here has five rooms plus bath. Models have expandable attics, accessible by folding stairs. Nearly 500 units were erected in Youngstown area with 18 elevations





Duplex model has attractive architectural style. Only hints of "duplex" are two sets of chimneys, house numbers, and mailboxes. Rental project has 136 units (68 houses) on a 20-acre tract

niques. To date, the company has completed 500 homes for sale in the Youngstown area. Wall and roof sections are now completely prefabricated — from dry wall to siding. Roofing, however, is applied on the site as well as doors, hardware, window glass, and paint for trim. Plumbing is roughed in before slabs are poured, along with heating ducts for perimeter distribution. Wiring is not included in the prefabricated package but is installed on the site.

A popular feature of the 850-square-foot houses are disappearing stairways to expandable attics. Selling prices are \$9,950 and \$10,250 for two and three bedroom models, respectively. Buyers may have a carport for an additional charge. The carport can later be converted to a garage or a porch by the owner if he desires. Prices include the complete home package and land.

International Homes has met with such success with its homes in the Youngstown area that company officials are already making plans for marketing prefabricated homes on a national scale.

International Homes plays up brand names extensively in its advertising to connote quality. For example, kitchens are by Youngstown and are equipped with Westinghouse appliances and laundries. Furnaces are Berger Inversaire, garbage disposers — Waste-King.

## HOW TO SHOW A HOME

Here's simple, timely advice on how to keep a home looking its best and getting a client's cooperation while you're showing his house

**T**HOSE strongly constructed old homes you have listed may be in fine condition, but their appearance and the presence of your client may present selling problems. You and your client can sell those "lived-in" homes by keeping to some simple advice.

Here are a few ways to keep the property at its best at all times. Keep in mind the fact that first impressions are important . . . that you have to get the prospective buyer inside to sell the house. If the yard and the exterior of the home are untidy, the prospect will assume that the inside of the house is the same. Not much can be done to modernize the exterior, but a lot can be done to see that paint, wood, and brick are in good condition.

If the interior is shabby, do some redecorating. A new and modern looking interior will cause a buyer to minimize the fact that the house was built 15 or 20 years ago. But, regardless of what the home looks like, tell your client not to apologize for its appearance. That attracts attention to the faults.

There are also a few pointers that apply to the selling of a house no matter how old it is. Most important is: Make the home look as though it's a place to live in and not a display window. The prospect doesn't want to feel as if he's going to be an ornament in his future home. He wants com-

fort. But, when a home is comfortable, it is not cluttered. Be sure that your client keeps his basement, the basement steps and stairs clean and all the closets free of accumulated family debris. A cluttered room appears to be smaller than it really is.

Cleanliness in bedrooms, bathrooms, and kitchens is doubly important. The prospective buyer is pleased to see rooms as neat as he would have them if he buys the house. Keep towels straight, rugs in place, and drawers closed.

Make certain that your client lets plenty of daylight into his rooms so that they look cheerful, and supplies enough heat to make them comfortable in cold weather.

Regarding the mechanics of the sale, tell your client to let the salesman sell the house. He knows what the prospective buyer is looking for. Two people can't present two different sales talks at the same time, and of the two presentations, the trained salesman's talk is going to be better because he's going to be objective about the

home. The owner might destroy a sale by too eagerly claiming merit's that the home doesn't have.

Emphasize the fact that the sale can be made at any time during the day. Your client may lose an opportunity by turning away a buyer who comes at a time when the home-owner feels that showing the home is inconvenient.

You'll have a hard time keeping a buyer in a noisy home. Keep the radio off and the children quiet. Both will distract his attention.

Too many people are embarrassing to the buyer. He didn't come to meet a lot of people, he came to look at your client's home. A buyer doesn't want to go through a roll call of all your client's family and friends, and he doesn't want to feel as though he's intruding. You don't feel as though you are an intruder in a retail store because the surroundings are public, but the home is a private place and a display of family relations calls attention to its proper label — "personal."



# CASH IN ON PUBLIC RELATIONS

Opportunities for creating goodwill and favorable publicity are all around us, but it takes imagination to recognize them. Here are ideas used by a Saginaw real estate organization to cash in on everything from the company letterhead to a convention trip to Miami Beach

**Y**OU can find out what people are saying about your company, and, what's more, you can do something about it," says Russ Pointer of Pointer, Coon and Wood, Incorporated, Saginaw realtors.

Pointer hires an elderly, white-haired gentleman to survey Saginaw citizens to find out what they are saying about the company. The man pretends to be a newcomer looking for a reliable real estate firm which will help him find a home. He visits stores to chat with department heads and he talks to people on the street.

Pointer made his first survey 11 years ago, one year after the company was founded. Eight percent of the people on the street and 15% of the store department heads recommended Pointer, Coon and Wood. In last year's survey the percentages jumped to 72% and 75%, respectively.

This growth is a direct result of the company's policy of doing something about its reputation.

The design of the company's letterhead illustrated here, helps by capitalizing on the unique name of Pointer, Coon and Wood. The design is used on all company "For Sale" signs, calling cards, direct mail and newspaper advertising.

"It works particularly well on signs," says Pointer. "Kids in the neighborhood shoot at the coon with slingshots and air rifles. On North Saginaw resort properties, hunters take pot shots at the coon. When a sign gets full of holes, I take it back to the shop, solder the holes, and put it back up. For ten years those kids and hunters have been shooting my signs and I've even encouraged them. Now, many of the kids are old enough to become customers and when they think of real estate they naturally think of Pointer, Coon and Wood. The same is true of the hunters."

The company holds sales meetings once a week in the coffee shop of a downtown hotel. Salesmen report to the meeting at 7 a.m. and Pointer, who conducts the meeting, buys their breakfasts. The meeting is held right there on the spot in a corner of the coffee shop. Pointer hangs up a sign which says "Pointer, Coon and Wood Sales Meeting." Besides keeping the company name before the public, the "open-air" meeting shows the public how real estate sales meetings are held. The discussion deals only with listings, office problems being held for office meetings.

But Pointer's public relations efforts do not end with the public.

They include company employees and their families.

For example, Pointer believes a sales manager should get on a first name basis with his salesmen's wives. Pointer accomplishes this by giving his salesmen and their families a three-day paid vacation at a resort. All the salesmen take the vacation at the same time.

"It works wonders," he says, "to be able to call all the salesmen's wives by their first names and to chat with them about how their husbands are doing. If a salesman seems to be slipping, I can find out what's bothering him and help him correct it."

There are other ways Pointer gets good publicity that does not cost a cent. During the NAREB convention at Miami Beach last November, Pointer wrote a personal letter in longhand to a Saginaw newspaper editor. He told his editor-friend about the trip to Miami Beach and how wonderful it was being there. Then he described the business-building sessions at the convention and pointed out how they would help realtors render a better service when they returned to their home towns.

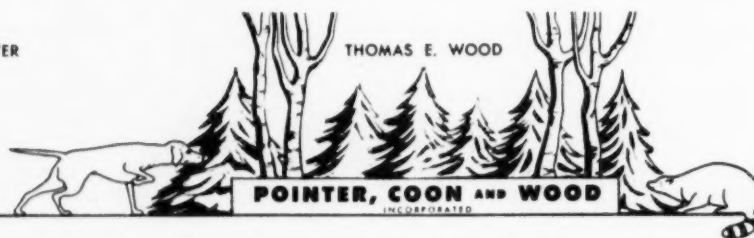
The editor printed the entire letter and thanked Pointer for sending such an interesting news item.

A popular target for Saginaw kids and hunters, this letterhead design is used on all company signs as well as ads and brochures. When the coon gets shot full of holes, Pointer repairs the sign and puts it up again. Pointer says those kids with air rifles are future customers

RUSSEL A. POINTER

THOMAS E. WOOD

RALPH W. COON



REAL ESTATE • APPRAISALS • BUILDING AND PROPERTY MANAGEMENT • INSURANCE  
FIRST SAVINGS AND LOAN BUILDING • PHONE 3-6403 • SAGINAW, MICHIGAN



Bill Schmale broadcasts from his desk, sometimes by himself, but more often with other salesmen taking part. The programs are eight minutes long and occur at 11:45 a.m. Monday through Friday of every week.



To reach new heights in sales demands fresh, original thinking in advertising as well as a willingness to try new ideas. A \$1-million-a-year organization in Belleville is stimulating greater sales with . . .

## Direct-From-Office Broadcasts

SCHMALE Realty Company of Belleville, Illinois, broadcasts new listings and recent sales direct from its office Monday through Friday of every week. The office has a special hook-up with the local radio station and a micro-

Printed post cards announcing the program were sent to all existing customers. Later the same message was printed on envelope stuffer-blotters for use in the office and distribution to good prospects

phone is placed on the desk of Bill Schmale, manager. Members of the Schmale organization do the actual broadcasting, feeling that it is more effective that way.

Programs are devoted to a complete real estate news coverage, interviews with local people, and other items of community interest. The campaign was announced through newspaper, direct mail, and a follow-up of envelope stuffers like the one shown here.

The program has been carried more than four months and Schmale reports excellent results.

For those who would like to use the same type of program, Schmale has these suggestions:

"Time of broadcast is of paramount importance. We chose 11:45 a.m. because of its proximity to some excellent broadcasts preced-

Quarter-page display ad is example of promotion to "kick off" the new program. Other ads ranged in size from half-pages down to small one column by two-inch ads for classified sections in local papers

### Your Radio Realtor

TUNE IN WIBV ON YOUR DIAL AT 11:45 A. M.  
MONDAY THRU FRIDAY

and hear the latest in real estate news direct from our offices. Here is the easy way to find out about the newest listings, the recent sales, and any news concerning real estate in the local area—brought to you by Belleville's largest Realty Company, with over a million dollars in sales annually.

Want to Buy, Trade or Sell—Call

**SCHMALE REALTY COMPANY**

"BILL" SCHMALE, Owner

Phone 563

Ray Lunte

John Hunt

"Russ" Hettenhausen

## Another Schmale First

Another reason why the Schmale Realty Co. continues to lead the field in home sales, in quick results, in service to its clients in the buying and selling of homes.

YOUR **RADIO Realtor!**

ON RADIO STATION

**WIBV**

1060 on Your Dial

**11:45 a. m.**

Monday thru Friday

A completely new and different radio program, the first of its kind in this area, broadcast direct from desk of Bill Schmale, head of the Schmale Realty Co. Completely unbiased and informal this program brings directly to the public the very latest developments in the local real estate picture, the latest trends, the best home buys, it's "today's real estate news today" . . . and another outstanding reason why the Schmale Realty Co. sells more homes . . . serves their clients better! It's another outstanding reason why it pays to list your home with Schmale. Don't miss this program every morning at 11:45 on WIBV, Monday through Friday.

This Program Instituted As a Service for the Home Buyer, Home Seller and Public by . . .

**Schmale Realty Co.**

BILL SCHMALE, Owner

20 East Washington Street

Belleville

Phone 563

A friendly staff to work for you — "RAY" LUNTE, JOHN A. HUNT, "RUSS" HETTENHAUSEN

ing us on the same station. We started off with five minutes a day, but soon found we needed more time. Now we use eight minutes per broadcast.

"In eight minutes we can give a lengthy description of three homes or a concise description of as many as eight. The announcer gives us a build-up at 11:45, then says, 'And now we will take you to the office of the Schmale Realty Company, your Radio Realtor.' We then throw the switch on our sending set which is furnished by the station and our broadcast is sent out through Bell Telephone wires."

The company's newspaper and direct mail tie-in with the start of the new program was planned for a definite reason. Before using this new program, Schmale Realty had been using spot announcements describing individual properties. The results were inadequate and Schmale credits it to a lack of initial promotion. Examples of ads and envelope stuffers for the new program are shown.

Cost of Schmale's broadcast is between \$300 and \$400 per month, including radio time and wire leasing. Station power is 250 watts, daytime operation only, and the listening radius is 75 miles, covering six counties in Illinois and one in Missouri.

Schmale says the program has the second highest rating of any program being broadcast into Belleville at 11:45 a.m. He says it is presently outpulling shows being presented by larger stations and is within a few fractional points of taking the lead now held by a more powerful station.

In Schmale's words, here's the way the program is presented:

"Our broadcasts are very informal; there is no prepared script. We talk about the latest listings and use the listing contract as a prompter. Sometimes two or three of my staff and myself sit around the desk and discuss a recent sale, or we may give a seasonal institutional message. We've interviewed the local Chamber of Commerce president when Santa was ready to arrive in town, as well as the local football coach before an important game. Civic features such as these draw many comments.

"About one-third of our time is spent on institutional advertising, two-thirds on direct selling of homes. It's a terrific help in getting listings when we tell owners that the homes we list will be broadcast over the air and that we have other mediums of advertising as well."

## THEIR CONTESTS

### PRODUCE SALES

THEY wanted a way to inspire their salesmen and boost sales in lagging winter months, so Studstill & Hollenbeck, Inc., realtors of West Palm Beach, Florida, devised a "Share-the-Melon" contest. Dividing their sales force into two teams, each with a captain, they worked out a point system under which each salesman benefits according to production and benefits doubly if he's on the winning team. Does it work? The goal for the first contest was \$15,000 in gross commissions. That was more than doubled. The two-month contest resulted in \$690,000 in sales and it only cost \$385.10. Here's the plan to create more enthusiasm and friendly competition among your salesmen.

Salesmen found all the details and rules of the contest on this original bulletin. The two-month goal of \$15,000 in gross commissions was more than doubled

#### "Share-The-Melon" Contest

For All STUDSTILL & HOLLENBECK Salesmen

##### STARTING DATE

November 1, 1952

##### CLOSING DATE

December 31, 1952  
(Midnight)

##### GOAL: \$15,000 in GROSS COMMISSIONS

##### Details:

For each \$100 in gross commissions earned by a salesman he or she will receive ONE (1) POINT. As the points are being earned they will be posted after each salesman's name on the blackboard in the meeting room. Weekly reports will be typed and mailed to the Palm Beach and Riviera Beach offices.

For each point earned the management will pay the sum of ONE (\$1.00) DOLLAR, one-half to the salesman, and the other one-half deposited in a "kitty," which we will call the "MELON."

The entire sales force of 25 salesmen will be divided into two teams. The division will be made by drawing the names of the salesmen from a hat by the Messrs. Studstill and Hollenbeck. One team will be captained by Mr. Studstill and the other by Mr. Hollenbeck. Mr. Studstill's team will be called the "MELON EATERS" and Mr. Hollenbeck's team the "MELON SQUASHERS."

At the end of the contest the team having earned the greatest number of points will be awarded the — we hope VERY LARGE — MELON. The total sum of money in that FAT MELON will be divided equally among the winning team members. (The Captain does not share.) Also, all salesmen, on both winning and losing teams, will be paid the fifty cents (50c) per point earned during the course of the contest. The payments will be made within a few days following the close of the contest.

Let's Hit That Goal of a Total of \$15,000 in Gross Commissions!

Let's See What Team Will Be The Hottest Producers,  
the "Melon Eaters" or the "Melon Squashers"!

Let's All Work Together and Have Fun While We Are Doing It!

E. MARSHALL BROOKS, Sales Promotion Manager

December 16, 1952

# "SHARE-THE-MELON" CONTEST

L. M. STUDTILL'S MELON EATERS		J. E. HOLLENBECK'S MELON SQUASHERS	
	Points		Points
Fogarty	7	Nelson	8
Callaway	29	Smith	10
B. Hollenbeck	0	Moody	16
Kredell	8	Anderson	9
Webb	10	Philips	2
Poston	1	Binkley	4
Carson	25	Van Deusen	13
Beach	4	I. Hollenbeck	13
H. Carpenter	44	Northey	2
Rodgers	18	I. Carpenter	0
McGaughey	6	Mrs. Carson	11
Longyear	3	Israel	25
		Fitz	6
Total	155	Total	119

As the figures show at the moment the MELON EATERS still hold the lead by 36 POINTS. Of course, one or two FAT SALES by the MELON SQUASHERS can very well erase this margin. With only 15 more days till the close of the contest there is time for ANYTHING TO HAPPEN.

In the aggregate the points earned by all salesmen show a very good picture in volume of business, particularly for the months of November and December usually being slow months. We are sure the figures will be even more IMPRESSIVE at the close of the contest.

## The MELON amounts to \$137.00

The winning team will certainly have something to look forward to — the time the MELON is to be split up among its members.

Still in the lead for TOP PRODUCER is H. Carpenter with 44 POINTS. This means he has earned an extra \$22 for himself plus a chance of his share of the melon if his is the winning team.

LIKE IN GOLF the FOLLOW THROUGH with a prospect is of GREATEST IMPORTANCE!

Weekly reports showing the progress of each salesman and team were posted to add to the competitive spirit. Team captains posted occasional "pep" bulletins to spur members on to greater sales

January 2, 1953

# "SHARE-THE-MELON" CONTEST FINAL STANDINGS

(Winners)

## L. M. S.'s MELON EATERS

	Points	Add'l Contest Comm.	Melon	Total
Fogarty	7	\$ 3.50	\$16.05	\$19.55
B. Hollenbeck	2	1.00	16.05	17.05
Callaway	58	29.00	16.05	45.05
Kredell	12	6.00	16.05	22.05
Webb	10	5.00	16.05	21.05
Poston	1	.50	16.05	16.55
Carson	44	22.00	16.05	38.05
Beach	4	2.00	16.05	18.05
H. Carpenter	45	22.50	16.05	38.55
Rodgers	23	11.50	16.05	27.55
McGaughey	6	3.00	16.05	19.05
Longyear	8	4.00	16.05	20.05
	220			

Total Amount in MELON — \$192.60

## J. E. H.'s MELON SQUASHERS

	Points	Melon
Nelson	11	\$ 5.50
Smith	10	5.00
Moody	18	9.00
Anderson	10	5.00
Philips	2	1.00
Binkley	8	4.00
Van Deusen	21	10.50
I. Hollenbeck	18	9.00
Northey	2	1.00
I. Carpenter	3	1.50
Mrs. Carson	15	7.50
Israel	34	17.00
Fitz	13	6.50
	165	

Final standings show the contest commission and share of the "melon" for each salesman. A "Pot of Gold" contest, similar to this, is now getting underway in the Studtill & Hollenbeck firm

# WHAT'S HAPPENING TO WASHINGTON REAL ESTATE?

WHAT'S the real estate situation in Washington, now that a new administration has moved in and booted one out that has been solidly entrenched for 20 years? Time was when Washington realtors could expect a change of faces and a market boost every four or eight years, but they haven't had this privilege since 1933.

Raymond B. Dunn, broker, says he believes most Washington real estate dealers have experienced a very slow market during the post-election period. He says it's a bit early to feel the effect of the change-over, but there is a definite feeling of optimism in real estate as well as other businesses.

"Some cabinet members and undersecretaries have already purchased homes," Dunn says, "and we should now move into the second phase of the reorganization — the revamping of each department. And as appointees take office, they will soon start hiring personnel, at which time we should feel the impact of changes to take place."

Many employees and officials of the last administration made it their career and are faced with the challenge of private life in a new city for the first time. In fact, many hesitate to leave after living there for only two or three years, Dunn says, and it's problematical how many "displaced persons" will eventually leave. Dunn reports some unrest on the part of many employees as they aren't yet sure whether they'll be replaced.

The change in administration apparently has had little effect on real estate values in the capital city.

Realtor J. Leo Kolb says the current trend is "soft to steady dollar-wise — no excitement or panic."

Other brokers have varied opinions. Everett Edmond says the current trend in prices is still high. Harry Goddard says it's "sidewise and down," but James A. Hewitt says it's steady.

Dunn says prices are holding up very well and he expects them to remain stable throughout the year. Demand is greatest for both the better homes and the lower-priced homes, with houses in the range between \$23,000 and \$32,000 being the hardest to sell, Dunn reports.

If there is an influx of new faces in Washington, old ones must be leaving just as fast. Kolb says local papers carry from one to one-and-a-half pages of want ads every day of properties and apartments for rent.

It's difficult to say where the joke about the banks closing eight months after election day got started. But it obviously wasn't Washington. Edmond says at a local business men's gathering one day before election, a businessman took in about \$3,000 worth of bets that the banks would close eight months after election. After collecting the money, he announced that eight months from November 4 was Independence Day. Of course, he returned as much money as he could, but some of the wagerers couldn't be found.



# What Are Your Opportunities in the Parking Business?

By JOHN F. HENDON, *President*

Hendon & Company, Inc.  
Birmingham, Alabama

Should you go into the parking business? This new industry has doubled in growth over the past decade. It has proved its earning capacity. It is considered a good investment by many insurance and investment companies. It plays a key role in maintaining downtown property values. Some real estate companies have gone into the business with success. You may want to, but beware of competition and interference from your local government

THE \$3 billion parking industry faces a 50% increase in demand for its services in the coming 25 years. A maturity of experience gathered in a score of years, a world-wide recognition of its service values, and a proven soundness of earnings are all firm spokesmen as to the full arrival of this young industry. These things spell out opportunity in capital letters for men in the real estate business.

"Personally, I am of the opinion that your industry has come of age . . . and you will not have any great difficulty in financing a sound project. Speaking for our company, I know I can assure you we would welcome discussing financing plans with any of the members of your association."

These are the words of Col. C. C. Fletcher, regional manager of the Prudential Life Insurance Company, who addressed the recent convention of the National Parking Association. C. J. Faherty, general manager of Real Estate Investments of the same company, was asked recently if his company was interested in parking loans, and he made the emphatic reply, "To the extent of \$10,000,000 in loans just in the past year."

Ben Kissel, a parking man of Chicago, has stepped into New York City (population 7,891,000) to lease a site valued at \$3 million, with plans to spend \$1 million for a combination facility which will use the first floors mainly for retail stores and the upper four floors for parking. There will be a capacity of 600 cars in this unit. This property has a per square foot value of \$62.50 based on 48,000 square feet of ground area. This is one of the highest values to date used for parking, in combination or otherwise. This is the Hippodrome site.

Fredrick A. Schmidt, Inc., realtors of Cincinnati (population 504,000) recently negotiated a loan for the Lyric Theatre site for parking. It is just 100 feet from a 100% retail corner. The rental involved is \$30,000 annually for 15,000 square feet, or \$2 per square foot on a 15-year non-cancellable lease. There is to be parking only on this location, so here is another record to ring up in the parking industry. For



This site of the old city hall in Birmingham, Alabama, brought a sales price of more than \$700,000, based on a lease offered by the author and Samuel Lewis. These men improved the location with a combination parking and retail facility, as shown. The offering for bids was advertised nationally and was purchased by Liberty National Life Insurance Company as a result of the ads





sake of comparison, in cities of the size of Atlanta (population 331,000) and New Orleans (population 567,000), the ceiling for parking area only is around the figure of \$1 per square foot for premium locations.

Every day sees new highs set for square foot rental or square foot value used for parking purposes. This has been the story since 1935 and the bullish trend has every reason to continue in face of the increase in demand of the coming years. Indicative of how the commercial interests have stepped out to meet the appeal of increased demand is our own company's history. We were operating in Birmingham with 14 units following the close of World War II. Today, less than 10 years later, we are in eight cities of the south with 65 units in service. We have gone into a small city like Gadsden, Alabama, with a population of 55,000 for a successful venture and also have entered the highly competitive environments of New Orleans and Atlanta. In the home city of Birmingham (population 326,000) we have reached close to 50% increase in our service areas in that time, building one new facility and adding an extra deck to one previously erected. The tops in land value which we have used in this city for a combination retail and parking facility is a \$25 per square foot value, on which an improvement investment of \$150,000 was made.

Among the many types of parking areas in Birmingham, we have picked up two small 50-foot lots on the marginal limits of the downtown area. These are too far away from demand, or too small, to operate with an attendant, so we have created stalls and assigned spaces for monthly parkers. These parking units are paying better rent than could be hoped for from the run-down buildings formerly on them. They are making money in a small way for the operating company — worth the supervising time and cost. In addition there are, at least, three real estate firms which are themselves in the parking business in this way in Birmingham.

In the parking business we can thus take you from a \$62.50 per square foot of land value to a \$1 per square foot value, from a rental of \$2 per annum to a rental of \$12 per annum, in order to picture fully the range in which the parking industry operates at a profit, provides a better use of property, enlarges its service to a community, and brings better income to the landowner. In between these extremes is that myriad of varieties of development and investment limited only by the alert imagination of the realtor, parking operator, property owner and the retailer responsive to customer demand.

#### **Mechanical Methods**

America is mechanically minded, and is constantly seeking the precision of machinery to furnish greater production at a reduction in cost. The parking industry has not escaped this urge. The Park-O-Mat, which is a fully automatic parking facility in Washington, D. C., (population 802,000), presents an amazing summary: On a lot 25 feet by 67 feet have been constructed 18 floors of concrete and steel, which will handle 72 cars as a capacity. Land cost was \$100,000, at the rate of \$55.55 per square foot; \$250,000 was invested in the building and mechanism, \$50,000 of which went into research and planning, and it is netting 10% on the original investment. Along with this contribution of Arthur Dezendorf can be placed the pigeon-hole system developed in the northwest and the several expansions of the idea of flexible ele-

vators. There have been engineered also multiple parking decks which are demountable and usable on varying sizes of vacant areas.

The parking industry is still in a frontier stage in all its possible developments. With keen foresight and persistent energy applied, there are opportunities for the unusual in profits and gains, but the overall picture is one of promise of steady return commensurate with the risk taken. Julian Allenberg, a parking man of Memphis (population 396,000), can present an example of a real buy. In 1941 he bought an old garage for \$55,000 and today can count a net return of 31%. Allenberg's base source of income, however, comes from parking units which show normal margins of profit. Like Allenberg, many of the members of the parking industry have purchased operating properties, to the extent that more than 25% of the land used in the industry is operator-owned.

Promotional possibilities in parking for real estate men are unlimited. Cooperative and individual projects for parking, instituted by merchants, bankers, and other businessmen calculated to benefit are springing up by the hundreds throughout the country. These businesses find that they do not have to give away parking, nor are they asking for subsidies from city government.

#### **City Competition**

All this sounds very good, and it is good, as evidenced by the \$3-billion value of the industry, but like all businesses, some painfully hard places can be found in the feather bed. Risk goes with prospective earnings. Judgment will always have its erring moments. There is a real place for the specialized student and expert in the field, which can logically fall within the real estate profession, as well as in the industry itself. We operators learned soon what a difference of 100 feet or so from facility to terminal demand can mean as between making the grade and losing shirt and sometimes trousers, too. The drive of competition has often caused us to see more in a location than conditions promise or that results of operation bring. We can take everything that normal business risks can throw at us and still come back for more — but this threat of municipal competition has us "buffaloed" with its power of condemnation, access to cheap money, freedom from taxes, and ability to operate at a loss.

Colonel Fletcher of Prudential also says that the presence of municipal competition will handicap parking men in getting loans for improvements from the insurance companies. Pittsburgh has gone into its "Golden Triangle" presumably to relieve the parking demand. It proceeds to spend \$2,562 per car space for construction cost only, takes areas already devoted to parking, and charges the highest rates. Private operators have shown that they can provide improved parking facilities at an average cost of \$1,500 per car space for construction.

A Philadelphia operator is now in an injunction process against his city erecting a facility in competition with his business, one that he has been prevented from improving because of national government restrictions on building materials. Norfolk has made one attempt to take over locations now operated, and in certain instances owned, by commercial operators.

There are excellent opportunities in the parking industry for real estate men who have the experience of dealing with land values and locations. But those entering the industry will have to face squarely the competition from local government.

# MAKING MAINTENANCE EFFICIENT

By CARL ARNOLD

*Operating Manager*

Mutual Mortgage and Investment Company of Cleveland

**D**OES it pay a firm owning and managing income property to operate its own maintenance department? Our firm finds that it does. We can handle repairs faster. We can keep up an efficient maintenance program. Most important, we can control costs with some precision.

Let's begin with the crew. To get the most efficient crew for your particular organization requires a lot of planning and study plus a good deal of experience.

We keep two painters on our maintenance payroll because we have a policy that tenants paying more than \$100 are entitled to 2½ rooms of decorating every year. Besides being sound maintenance procedure, this policy contributes greatly to good tenant relations. During the winter season, when tenants don't want decorating, the painters are put to work on corridors, basements, laundry rooms, exteriors.

The rest of the crew consists of an electrician, plumber, steamfitter, and carpenter. We find that the last three work especially well together, taking care of masonry, roof repairs, and about everything else that can go wrong around a building.

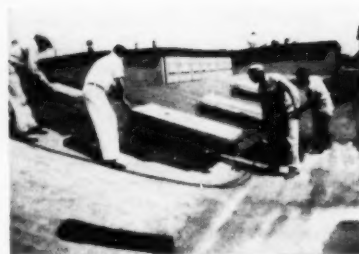
Incidentally, when you have a highly competent maintenance crew, you'll find that the men can often suggest ways of making worthwhile savings. For instance, we've put one, two, or three automatic, gas-fired water heaters into each of our buildings. In the summer months these take the place of the steam boiler with the water-heating element. Our records show that these heaters furnish hot-water at a cost of from 65 cents to \$1 per suite per month. This is cheaper than keeping the boilers going for hot water alone. Also it gives us a chance to get at the boilers, clean them, and make necessary repairs.

Selection of custodians is a part of the maintenance problem that deserves the most careful attention. A conscientious man in this job can do much to keep down maintenance and repair costs. Also we see our custodians as our first line of contact with our tenants. So we insist that, as well as being capable of minor repair work, they be neat, pleasant, and able to handle people. We give them charge accounts at a hardware store so they can buy supplies for the property. As a precaution, we have an agreement with the store owner that he will call us and get approval for any questionable order.

As regards supplies for our maintenance crew, we

Looking for ways to cut costs, to please tenants?

These tips, direct from the experience of an energetic and analytical property manager, can help you do it. In a few words, the author gives his views on everything from selecting a crew to printed forms that educate and gain tenant cooperation



Trained maintenance crews can keep roofs, masonry, pipelines in good repair. They get to know every detail of apartment building maintenance, can suggest ways of making worthwhile savings, paring costs



have a warehouse in the basement of one of our buildings. We keep it stocked with paint, small electrical repair parts, roof coating, pipe, and so forth. We keep smaller stocks of supplies in scattered properties throughout the city. This saves many trips back to the "main" warehouse.

In the spring of the year, we visit each of our buildings and give it a careful inspection from roof to basement. Our check-list includes such things as chimney, porches, incinerator, sash, sheet metal, exterior paint, garages, corridors, mail boxes, laundry, boiler and locker rooms, heater, tank, return lines. Condition of these is marked on our inspection report.

Over a period of years we have worked out several printed forms that help us keep maintenance costs down and also help us give our tenants better and prompt service. We've already mentioned the inspection sheet. Then we have a simple little instruction sheet that saves us a great deal of money — it tells the ordinary layman how to repair a flush box. It reduces water waste and saves our plumber a lot of trips too.

Then we have mimeographed postcards that we send to custodians to remind them to discontinue heat, to turn it on at a time when radiators can be checked, to reset their time clocks, and so on.

When a tenant applies for rental of one of our suites, he signs an application form on which he agrees to abide by the following rules:

Tenants are not permitted to harbor live animals on the premises.

No noise or conduct disturbing to other tenants shall be permitted.

All varnished floors are to be adequately covered with carpets. No linoleum rugs permitted.

Boarders, roomers, sub-tenants aren't permitted. Moving in or moving out will be done through rear entrances.

We also have a printed instruction form for tenants that we give them when they move in and that we shove under every door every four months or so. It saves a lot of needless repairs and it makes for better relations among tenants too. It reads:

#### TO ALL TENANTS

For the comfort of our tenants and to maintain the standard of our building, may we ask you please to cooperate with us in the following:

Report immediately the improper working of your refrigerator, doors, windows, etc., or any leaking faucet, toilet or bath, so prompt repairs may be made.

Please keep radios tuned at all times so as not to disturb other tenants.

Please close off other rooms when bedroom windows are open in cold weather.

Do not leave rubbers or other articles in the halls.

Cigarettes or cigar stubs, matches, empty cigarette packages or other refuse should not be thrown on the floors of the halls, stairways, steps, or front walk.

Do not put grease, coffee or tea grounds in the kitchen sink.

Notify the custodian if solicitors, beggars, etc., appear in the building, or if suspicious looking persons are loitering in the hallways or basement.

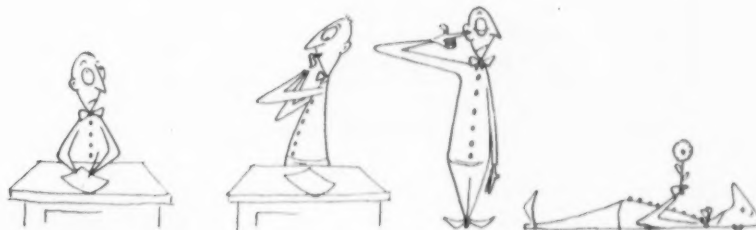
Do not open the front door for deliveries. Rear doors are for that purpose.

Do not empty sweeper bags or shake mops or rugs on landings or out of windows.

Lock your doors. Keep your keys with you always.

*The Management*

## HOW'S YOUR TAX IQ?



COME the Ides of March — comes also federal income tax time. Do you know your federal taxes — what they can do to you — what you can do to them? Try this three-minute tax quiz. (Editor's note: three minutes if you're an expert.) It is based on material furnished by the American Institute of Accountants, the national professional society of certified public accountants.

Answers are on page 48.

1. Your son worked for you in the business last summer, and you paid him a total of \$591. He also won \$10 in an advertising slogan contest. You can —
  - a. Take a full \$600 dependency exemption for him.
  - b. Take a half exemption.
  - c. Take no exemption
2. While on vacation with your wife last summer, you entertained several men you do business with. Is this —
  - a. Deductible as a business expense?
  - b. Not deductible, since you were vacationing?
  - c. Deductible only if you and your wife file a joint return?
3. You made a non-business loan of \$2,000 to a friend last March,

and he promptly disappeared, leaving absolutely no trace. You can probably —

- a. Deduct the full amount as a bad debt on your '52 return.
  - b. Deduct only half of it.
  - c. Take no deduction at all.
4. You earned more than \$3,600 in your business. The social security tax is —
    - a. Not levied on your own income.
    - b. \$81, paid with your income tax return.
    - c. \$54, paid to the Social Security Board.
    - d. \$54, paid with your income tax return.
  5. Which of the following contributions is not deductible?
    - a. Your local Community Chest.
    - b. The American Legion.
    - c. A political party.
    - d. The YMCA.
  6. You failed to take all your allowable deductions on your 1950 return. You can —
    - a. No longer file a claim for a refund.
    - b. File a refund claim as late as 1954.
    - c. Stop worrying, since you will get a refund automatically.
  7. Your wife works for you in your business. She —
    - a. Is required to pay social security.
    - b. Is not subject to social security.
    - c. Can choose whether she does or does not want social security coverage.





Designer Dresser says his dome house gives a maximum of interior space with a minimum of lineal wall. Need for an exterior wall covering is eliminated since the earth has been back filled to the window level

# SUNFLOWER HOUSE . . .

## a study in circles

This circular house in Madison created so much interest that realtors handling the sale had to charge admission to separate lookers from buyers. Proceeds helped defray advertising and sale cost

A UNIQUE new product of the Frank Lloyd Wright school is James Dresser's Sunflower House in Madison, Wisconsin. The dome shaped house with triangular windows around the lower circumference, has caused a great deal of curiosity in and around Madison. John C. Haley and Sons, Realtors, took this factor into account when they decided to charge 25 cents admission to go through the house. The purpose of the charge was to eliminate curiosity seekers and to attract serious prospects. Proceeds helped pay for a small brochure that was handed out to the persons visiting the house.

The house, which resembles a sunflower in shape, is 40 feet in diameter with walls of poured concrete. Outside, the earth has been bulldozed to near the top of the wall, eliminating the need of any exterior wall finishing. Standard Quonset ribs were used for the forming of the dome, over which was laid Steeltex lath, concrete, and then five layers of colored asphalt.

Inside, red Brikrete has been used for the walls,

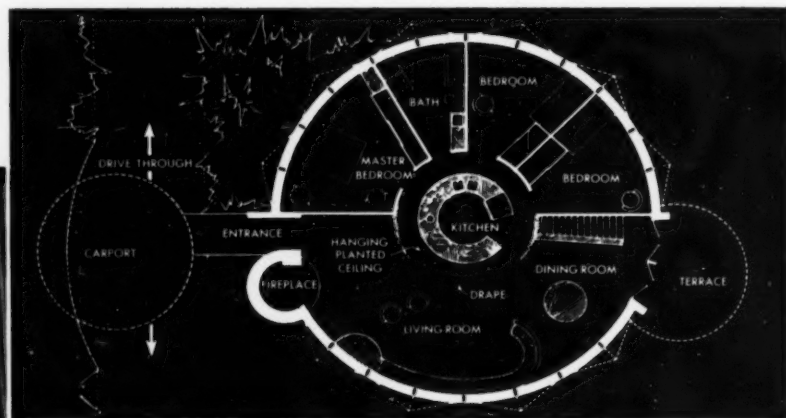
with the ceiling of quarter-inch redwood plywood, cut diamond-shaped and with insulation between the plywood and the concrete. One-half of the house is divided into three bedrooms and a bath and the other half is the living-room. Cork block, 2 inches thick and in boards 1 by 3 feet in size, form the partitions between the rooms.

The designer includes a ten-foot circular kitchen, located in the center of the house and furnished with a Presoline oven and range. An added feature is the large copper planting desks that are hung from the ceiling. To furnish the area with light there is a six-foot skylight in the roof. A translucent-plastic floor in this room serves as a skylight for the basement, which houses the recreation room, workshop, and hot-air perimeter heating plant.

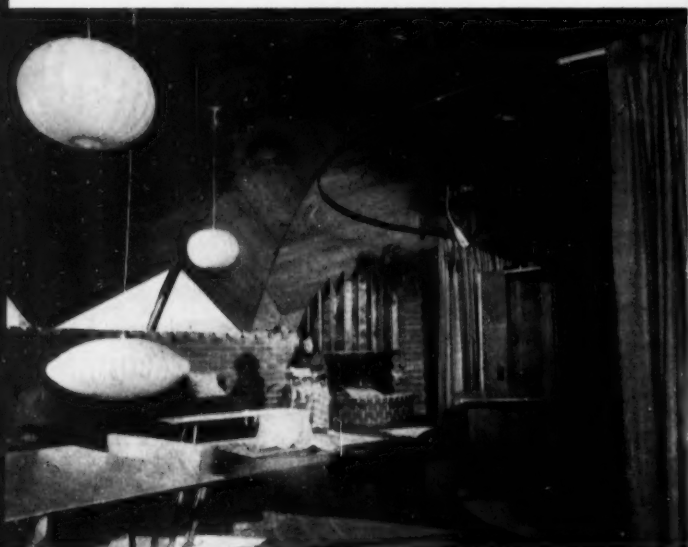
Another interesting feature is the circular carport which is made of plywood that was molded on the job and suspended from curved beams.

Estimated cost of the house is \$17,000.

Even the fireplace is circular in this house. The kitchen, also circular, can be shut off by means of a drape on a traverse rod. It features curved counters and large cabinets



Complete with a circular carport, the Sunflower house is divided into two parts, half for the living room and half for bedrooms and bath. The structure covers 1,800 square feet and is 40 feet in diameter





## Homes Our Readers Are Building



### ● IN WASHINGTON, D. C.

**Flexible, expandable house offers 1,600 square feet of living space for \$12.50 a square foot**

**H**OME BUYERS in Washington, D. C. are showing great enthusiasm for a group of flexible, expandable contemporary Cape Cods being built by Real Estate Builder N. Nathan Shapiro in Forestvale subdivision. The basic home, which is sold for \$17,500, has two bedrooms, a separate dining room, bath, kitchen, and a 26-foot living room on the first floor. The second floor is unfinished but is completely insulated, has the heating and plumbing roughed in and has an additional circuit for future electrical outlets. The stairs to the second floor are finished oak. For an additional \$200 the builders will convert the dining room to a guest room or third bedroom. In this event one end of the living room is used for a dining alcove.

When requested to do so, the builders will finish the two additional bedrooms and a bath on the second floor for \$2,450 — making a four bedroom, two bath home for \$19,950. Dimensions of the basic house are 26 x 38 feet. The second floor area measures about 16 x 38 feet, making a total of about 1,600 square feet of floor space when the house is fully utilized.

The home discussed above is built on a concrete slab with perimeter heat ducts in the slab. However, to achieve variety in the appearance of the subdivision, some of the homes are built with basements, many of which have the basements exposed at the rear. The homes are placed in different positions on lots which average 60 x 100 feet. Exterior stain colors are selected by the builder's architect to give a custom appearance.

One of the most popular features of the house is the L-shaped area, one leg of which is divided by a fireplace having shelves for a television set, books, and wood storage. The section behind the fireplace can serve the dual function of study and guest room, folding doors being used to make the conversion. Or it can be used as a dining room.

All the homes have fireplaces and some of the basement homes have a second fireplace in the basement in anticipation of a future recreation room. Gate City awning-type wooden windows are used. Kitchens are equipped with Insinkerator garbage disposers, Crosley refrigerators, Philco electric ranges, General Electric undercounter dishwashers, and exhaust fans. Sink tops are Formica and the snack and serving bars are oak. The slab homes have a 4x8-foot outside storage building for garden tools, toys, bicycles.

Two groups of these homes have been built. The

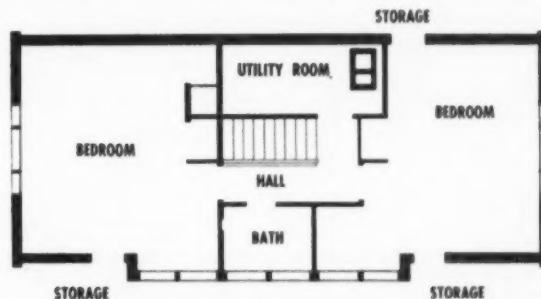
first group of 15 was sold under VA financing with 10% downpayments. The second group of 18 homes was sold with FHA financing with downpayments of approximately 30%. Sales were made from a demonstration house promoted through classified and display advertising in three local papers.

The home was designed for maximum livability. "We have never encountered greater enthusiasm on the part of people who have purchased homes and lived in them for a period of time," Shapiro says.



Six rooms and bath open on to central hallway on the first floor. Fireplace is focal point of 26-foot living room and has a space for a television set and for wood storage. House is 26 x 38 feet

Utilities are placed in a room upstairs behind chimney. Builders will finish the two bedrooms and bath for \$2,450. Large areas are accessible for storage under roof. Dormer has six windows





## HOMES OUR READERS ARE BUILDING

Golfhurst demonstration house has year-round air conditioning. Overall dimensions are 38 x 79 feet, living section having 1,400 square feet

### ● IN MICHIGAN

#### Detroit realtor-builder offers personalized, one-stop building service

OVER 60,000 people live in Miller homes, and there's a reason," says Realtor-Builder George W. Miller of Detroit. In 33 years, Miller Homes, Inc. has built more than 12,000 individual homes, often at a rate of 1,600 a year. Current prices of his homes range from \$15,000 to \$50,000. But in spite of the size of Miller's operation, his aim and policy has always been to give 100% satisfaction among his clients.

"Scarcely a week goes by without selling to a customer — or succeeding member of his family — for whom we built 20 or 30 years ago," says Miller in proof of his policy's success.

Miller's personalized service begins with a Buyer's Analysis sheet. It lists every item and factor that enters into the building of a new home. Enough information is gleaned from the sheet to enable the company to design, build, and obtain financing for each individual house and customer. The sheet is illustrated on the following page.

All of Miller's subdivisions are protected, the screening of buyers being done by the company. Miller says this has become extremely important in the Detroit area as a sales feature.

Miller is currently building in two subdivisions, each having approximately 500 sites. One project is known as Ridgemont Homes and contains houses priced from \$15,000 to \$25,000. Land is fully improved and the houses are all ranch type with two and three bedrooms. Lots are 60 to 80 feet wide.

The other area is known as Beverly Hills and Golf-

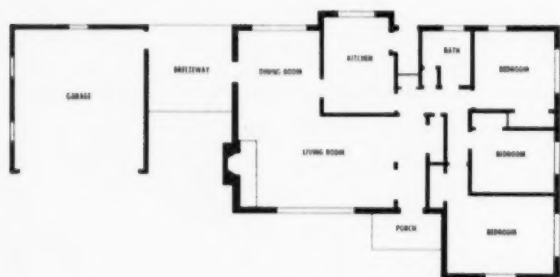
hurst which also has fully developed land including paving and trees. Prices of the homes range from \$15,000 to \$50,000 and practically all of them will be ranch type. Approximately \$20 million in home sales are expected in these two areas, which are to be completed within four or five years.

Because of the large variety of architectural styles and price ranges offered by Miller, he does not prefabricate extensively in the field. However, the company uses products that are prefabricated wherever possible. It has standardized on metal kitchen cabinets and uses many sliding doors and Modernfold doors. In one subdivision, Miller is offering 100 different designs and he feels that the small savings he would gain in off-site prefabrication would be offset by a loss in creativeness and value of the finished product. Miller strives for quality construction and emphasizes it in his advertising and promotion. Many of his building crews have been with the company for 30 years.

The company keeps tab on costs with a control system originated by Miller. A careful cost analysis is kept on every field operation as well as in the office, and consultation is held daily with the field crews concerning items of construction.

Sales are promoted through demonstration houses in each subdivision. One recently completed in Golfhurst is illustrated here. It features year-round General Electric air conditioning and adequate wiring. Brochures are prepared for each model home and subdivision and are handed out in various locations. This is continuously backed by a steady schedule of display and classified newspaper advertising. Miller salesmen are specially trained to sell Miller homes and about half the homes are sold in advance of construction. The sales force for each subdivision is operated in conjunction with key brokers in the adjoining communities.

Much of Miller's construction has poured basements and brick veneer with considerable use of stone, heavy shingles and woodwork to create design. Furnaces, water heaters, and kitchen appliances used are General Electric. Plumbing fixtures are all colored, by Briggs, American-Standard, or Kohler. Other features are Fenestra steel windows, Paine Rezo doors, Formica counter tops, mercury switches, stone window sills, fir framing members.



Floor plan shows three bedrooms and central hall arrangement; other features are dining space in kitchen, slate hearth, built-in lavatory-vanity combination, double garage, and large breezeway

**BUYERS ANALYSIS • TO HELP YOU BUILD THE HOME YOU WANT**

**PLUMBING AND HEATING:**

Regular Kettle—Tub ☐ Closet ☐ Lav ☐  
 Catalogue No.—If Special ☐  
 Kitchen Sink—Single ☐ Double ☐  
 Rough for Toilet Fixture ☐  
 Basement Toilet Complete ☐  
 Laundry—First Floor ☐  
 Laundry—Standard ☐ Special ☐  
 Sew-U-Time—1 Station ☐ 2 Station ☐  
 Gas Water Heater—Allowance \$ ☐  
 Oil Water Heater—Allowance \$ ☐  
 Extra Basement Drain ☐  
 Shower Stall ☐  
 Garbage Disposal ☐ Special ☐  
 Electric Dishwasher ☐  
 Gas Fired AC ☐ Gas Gravity ☐  
 Oil Fired AC ☐ Oil Gravity ☐  
 Extra Heat Run? ☐  
 Furnace Allowance \$ ☐  
 Furnace—Regular Warm Air ☐  
 Name of Furnace   
 Sheet Metal—Galv Iron ☐ Alumin ☐ Copper ☐

**GLAZING AND ELECTRIC:**

Mirror Door ☐ Vanity ☐  
 Special Details ☐  
 Pin ☐ Flood Light ☐ Ill. House No. ☐  
 Weather Plug ☐ Grade Door Light ☐ Radio ☐  
 Elec. Shave Wiring ☐ Chimes ☐ Elec. Clock ☐  
 Miscellaneous ☐

**MISCELLANEOUS:**

Employed by  Position Held  Yearly Income   
 Wishes to spend for lot \$  House \$  TOTAL \$   
 Present rent per month \$   
 FINANCING—25 yrs. ☐ 20 yrs. ☐ 15 yrs. ☐ 10 yrs. ☐  
 Estimate above based on plan No.  Add.  B. in width  Add.  B. in length   
 Prepare Special Sketch ☐ Prepare Plans ☐ Cost.  %   
 Submitted by  Date  Signed   
 Sketch ☐ Plan ☐  
 O. K. by  Date  Signed   
 Deposit of \$  Received   
 Note: This sheet is perforated and may be removed for your special use. Fill in the data in your house and return to Miller Homes, Inc. Cost estimate.

Buyer's Analysis sheet is the start of Miller's one-stop personalized service. It lists all house details from the type of garage door to the wax on bedroom floors. Personal data helps with financing

**TO HELP YOU BUILD THE HOME YOU WANT • BUYERS ANALYSIS**

On this and the following page is printed the Buyer's Analysis Sheet used by Miller Homes representatives. On this sheet is listed every item and feature that enters into the building of your new home. From the information placed on this sheet, the architect is able to translate all your needs, requirements and desires into floor plans, elevations, structural detail and complete specifications. From these plans the construction department builds the type of home you want. Also, from the information gathered from this sheet, the financing department is able to secure for you the most satisfactory financing obtainable. You, yourself, can use the Buyer's Analysis Sheet as a preliminary personal work sheet. There are many items which you can fill in, such as the number of bedrooms you want, whether you want brick, wood or asbestos exterior, type of shingles, a fireplace, type of heating plant, linoleum or tile bath, etc., etc. You will get the home you want and can pay for it you use this sheet occasionally.

**BUYER'S ANALYSIS SHEET**  
 Miller Homes, Inc.

Standard ☐ Budget ☐ Country ☐ Special ☐  
 Name  Address  City  Phone   
 LOT No.  ID  Subdivision, on N S E W  Side   
 Of  Acreage Between  and  City   
 Size  x  Water ☐ Sewer ☐ Storm ☐ Gas ☐ Electricity ☐  
 Street Paved ☐ Black Top ☐ Gravel ☐ Alley ☐ Easement ☐

**EXCAVATING, CORE AND SEWERS:**

What Code? ☐  
 Septic Tank ☐  
 Sump Pump ☐  
 Dry Well ☐  
 Storm Sewer ☐  
 Remove Trees ☐  
 Haul Away ☐  
 Sidewalk Condition ☐

**CARPENTRY AND CABINET WORK:**

Trim: 1st Floor L. R. ☐ Dr. ☐ Hall ☐  
 Bedrooms ☐ Bath ☐  
 Upstairs Bedrooms ☐ Bath ☐  
 Inside Doors—2 panel ☐ 6 panel ☐ 4 panel ☐ Bead ☐  
 Front Door—Standard ☐ Special ☐  
 Outside Trim—White Pine ☐ Cedar ☐ Redwood ☐  
 French Doors ☐  
 Cedar Closet ☐ Electric Fireplace ☐  
 Corner China Cabinet ☐ With Glass Doors ☐  
 Basement Windows cut in Joint ☐  
 Insulated Roof ☐  
 Rained Roof and Sides to Attic ☐  
 Shingles—Asphalt ☐ Wood ☐ Special ☐  
 Windows—Wood ☐  
 Steel Windows—Standard ☐ HM ☐ Bolt ☐  
 Aluminum Shingles—Wave Line ☐ Stage ☐  
 Cedar Siding ☐ 4 in. ☐ 6 in. ☐  
 Stair Rail—Wood ☐ Iron ☐  
 Fruit Closet ☐ Coal Box ☐  
 Mantle—No. 1 ☐ No. 2 ☐ No. 3 ☐ No. 4 ☐  
 Special Mantle—Extra Charge \$   
 Oak Floors—Regular ☐ Staincase ☐  
 Oakline Sheathing ☐  
 Door Hot ☐ Mail Box ☐

**MASONRY AND CEMENT WORK:**

Antique Mission ☐ Range ☐ For M ☐  
 Face Brick ☐ Field Stone ☐  
 Stone ☐ Type ☐ Gables ☐  
 Brick to Belt ☐ Basement ☐  
 Fireplace 1st Floor ☐ Marble ☐ Stone ☐  
 Extra Chimney ☐  
 Incinerator ☐  
 Walks—Concrete ☐ Flagstone ☐  
 Mark Walks Like Flagstone ☐  
 Garage—One ☐ Two ☐ Frame ☐ Brick ☐  
 Garage Doors—Standard ☐ Overhead ☐  
 Tilt-A-Door ☐ Solid ☐  
 Firewall Masonry ☐  
 Terrace—Size  Marked ☐

## Advertising Ideas

ONE real estate concern runs a newspaper ad twice monthly featuring photographs of two or three kitchens in homes which are for sale. Entitled, "The Kitchen is the Heart of the Housewife's Home," the ad lists the appealing features of each kitchen.

Twice monthly another real estate agency presents an ad headed, "Meet the Clubwomen." It consists of a group picture of a local women's club, a brief outline of the club's purposes, and names of current officers. Remainder of the ad points out that such women want attractive homes in which to entertain and then lists suitable homes that the realtor has on the market.

An interesting twist is the idea of a realtor who invited women to submit letters on "What I Look for in Selecting a Home." Prizes were given for the three best letters and excerpts were selected for use in future ads.

An agency has dreamed up the idea of appointing each month a "House Hostess." This hostess receives \$10 a day for visiting several homes and writing a brief report on the livability of each. At the end of the month reports on six houses are incorporated in an ad called "Report from a House-Viewing Housewife." Every effort is made to select a non-homeowner for this job, in the hope that she will find a home that suits her family's needs during the tours.

Many realtors have aimed their advertising campaigns directly at the industrial worker. An agency recently started a fortnightly help-wanted column. The copy, which was submitted by local factories listing their needs in the way of workers, was run with short ads interspersed.

One company has mimeographed a map of the industrial locations and advertises it in its local column as available to anyone who wishes to write for it. This same company runs an ad which features a department of a local factory where women are working—the type of work they do, a photograph of the department, plus a list of the factories that need women workers. The remainder of the ad tells about available homes that are ideal for the working woman.

One realtor's five-minute morning radio program is titled "Recipe Time." Listeners are invited to submit recipes and are paid \$3 for each one read on the air. Commercials stress the theme, "When selecting a home, remember much of your time will be spent in the kitchen."

A 10-minute program geared to the factory worker is the weekly "Factory Sports-Reel." Highlights of the week's sports events sponsored by the industrial league are presented with the theme of setting aside a portion of your salary for a downpayment on a house.





**IMPROVEMENT BY TENANT.** Under the terms of his lease, a tenant was obligated to make certain future replacements. To provide a reserve for these replacements the lease allowed him to retain certain amounts from rent payments. He had control of the reserve as provided and full use of it during its existence. The tenant taxpayer deducted as expense the full rental payments which included the reserve retained. The Tax Court said no. (MEYER BROS., 19 TC 18). The reserve when expended for improvements can be written off over their useful life or the terms of the lease, whichever is shorter, but the actual deductions for tax purposes was the net rental payment.

**FUNDS FOR EXPANSION WITH TAX FREE APPEAL TO INVESTORS.** The City of Florence, Alabama, and the Stylon Corporation, a manufacturer of tile, entered into an agreement, whereby the city agreed to provide land, build and fully equip a plant and to give Stylon a 25-year lease with a renewal option. Five percent first mortgage industrial development revenue bonds were issued by the city to obtain the money. The bonds mature serially 1 to 25 years and both interest and principal are payable from rental received from Stylon. Since Stylon is paying off the principal and interest as rent, the entire cost is a tax deduction by them. The investor appeal is provided by municipal tax-exempt interest for federal income tax purposes. An investment in such bonds provides a net cash income which is equivalent to an investment in a taxable bond at double that rate for a married man earning from \$28,000 to \$32,000 yearly income. The bonds have a convertible into stock feature to

give the investor an increased opportunity for investment in Stylon if favorable to him.

**CASUAL SALE OF UNIMPROVED PROPERTY.** does not classify it as having been held for sale to customers. Refer (HOUSTON DEEPWATER LAND COMPANY, DD — Texas). Although taxpayer corporation was permitted under its charter to hold, buy and sell real estate, it had not embarked on its sales program in the year under review. Therefore, the Court held that capital gain benefits could be applied to proceeds from government condemnation of a parcel of land during the taxable year.

**LEGAL FEES ARE DEDUCTIBLE,** according to a Tax Court decision, when incurred in establishing an interest in income-producing real estate where mere perfection of a disputed title was not the purpose of the suit. The expenditures were reasonable in amount and bore a proximate relation to the conservation of the property interest. (CA-5, 12/17/52), (DC, MD — Georgia) and (MRS. EMMA P. SELIG v. COMM.)

**IT IS NO SECRET** that inequities result from the administration of the income tax laws. The taxpayer whose income sharply fluctuates from year to year can be one of the victims. For example he may earn \$10,000 the first year, \$30,000 the second and \$7,000 the third. His efforts in earning this income may be in most cases distributed evenly over the years named. It is, therefore, important to plan in advance as far as possible every business transaction from the tax aspect to minimize this injustice. This year in my office a new client had a large amount of life insurance policies which matured near

the end of 1952. He didn't realize that the difference between net cost of these policies and matured value is ordinary income in the year of maturity unless he elects to receive the proceeds as an annuity, within a specified time. He procrastinated beyond the deadline. His 1952 income is probably higher than it will be for many years. Over one-half of his profit on the policies will go for income taxes. Actually he has received no cash and the final decision will probably be to receive the proceeds as an annuity over a period of years.

**FINANCING A NEW CORPORATION.** A group of stockholders can form a new corporation needing \$90,000 of temporary current and permanent working capital with their own money by making loans to officers of \$70,000 and issuing \$20,000 of capital stock, according to a Tax Court decision (RUSPYN, 18 T.C. 93), which allows a ratio  $3\frac{1}{2}$  to 1 of loans to stock. The corporation can pay off the loans later without any tax liability to the officer-creditors such as would be required for dividends paid or a partial liquidation when it was decided the use of the money was further unnecessary.

**ADVANCE RENTALS RECEIVED.** A cash sum received by a decedent-lessor upon execution of a 25-year lease with an option to the lessee to buy after her death, is income in the year of receipt. (MARY G. GORDON EST., 17 T.C. 427). Downpayment was received by the lessor with no obligation to return it and when the lessee was not bound by the contract to complete the purchase.

**YOUR HOME AS YOUR PLACE OF BUSINESS.** When your home is your principal place of business, and you receive clients there regularly, ordinary and necessary expenses of maintaining the property are a deduction from business income. Such expenses of course must be prorated on an occupied-area basis for that part used as an office.

**LIFE INSURANCE PROCEEDS OF AN ASSIGNED POLICY.** The Tax Court, (Desks, Inc., 18 TC 674), decided a taxpayer need not report as income its share of the proceeds of a life insurance policy assigned to a creditor when the non-deductible premiums paid by the taxpayer exceed the proceeds of that share belonging to the taxpayer after satisfying the creditor.





## Offices With Eye Appeal

Handsome example of office decorating is the New York headquarters of Realty Associates, purchasers of the Empire State Building. The firm's three partners wanted comfortable, functional offices that were both individualized and unified. This is the result

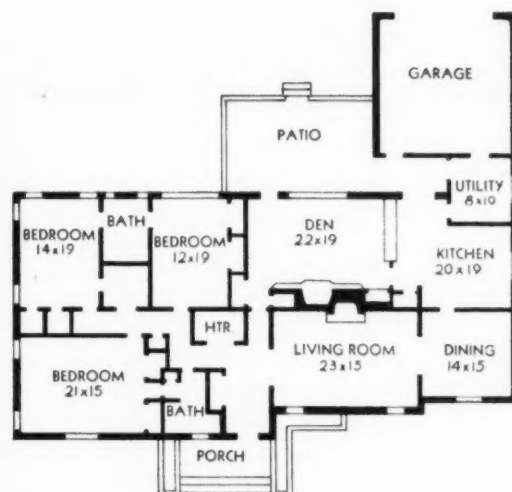
**R**EALTY Associates' offices in the Heckscher building provide vivid contrast in colors. An ebony desk with bright red chair dominates reception room above. Lamps are white; walls, gray. The west office (right) has over-sized L-shaped desk. Built-in library accommodates record players, radio, loudspeaker. Draperies are moss green and white. Office below uses conservative panelling with colorful flowered draperies as background for the unusual angled desk.





Architect's rendering shows low rambling appearance of the Howard Home. Faced with 100-year-old brick, the house has an S-shaped front walk that is edged in brick. It is 15 feet wide at the entrance porch. Many Dallas antiques were used for decorating

## dallas builder offers cadillac as buyer's bonus



**W**HAT can be done when an energetic and imaginative 31-year-old builder sets out to establish his name has been superbly proved in Dallas by Howdy Howard and his "Holiday Home."

In a 12-day period, October 26 to November 27, the Howard home was viewed by an estimated 100,000 persons. Observers from Dallas to New York have called the accompanying promotion the finest ever given a single home.

Howard's Holiday Home is a success far beyond his pre-opening hopes. After selling the original model, he is expanding his organization to meet the flood of new commitments. Plans of the original Holiday Home are being sold for use out of town, one of the

promotion's unexpected results which Howard is turning into a full-scale operation.

The thousands who saw the Holiday Home with its new Cadillac in the driveway, were also attracted to several similar homes Howard had under construction on adjacent lots in the exclusive Northaven Hills addition. The results are paying off in quick sales and a shot in the arm for the entire Northaven Hills section, 30 lots of which belong to Howard and on which he expects to build and sell more Holiday homes during the next year.

In addition to the Northaven Hills homes, the promotion focused attention on several less expensive homes previously built by

Howard in other areas.

Howard capitalized on his Holiday Home promotion by posting signs in the yards of all these other homes identifying them as being of equally desirable style and quality. Overnight, traffic through them and inquiries about them multiplied ten-fold or more.

Howard's promotion began with free "ticklers" planted in an interested local press and on local radio and television stations in the week preceding its opening, Sunday, October 26. Its big send-off came with Sunday morning newspapers — the *Times Herald* carrying an eight-page special section, and the *Morning News* carrying a six-page section. On the previous Friday evening Howard was host in

Hailed as outstanding by realtors and builders all over the nation, the promotion of Howdy Howard's Holiday Home attracted 100,000 people in 12 days. The \$69,500 house features year-round air conditioning, fully equipped kitchen, television set, plus a multitude of other luxuries

the Holiday Home den at a preview cocktail party for the press.

Wholehearted cooperation was given the Sunday sections, not only by the entire newspaper staff, but also by Howard's associates and sub-contractors. Each carried paid advertising, with particularly strong assistance coming from the local General Electric team which installed year-round air conditioning in the Holiday Home.

The Dr. Pepper Company provided free "Docs" throughout the 12-day showing. They were dispensed on the big patio by three comely Dr. Pepper misses, including Barbara Gentry who earlier in the year had gained fame as "Alice from Dallas."

Representatives from several manufacturers of nationally-known equipment used in the Holiday Home were on hand for the showing. Companies represented were Hotpoint, which supplied the all-electric kitchen and laundry, American-Standard, supplier of the plumbing fixtures, A. O. Smith, glass-lined water heater, Lightolier, lighting fixtures, Servel, Refrigerette (Wonderbar) for the outdoor kitchen on the patio.

A large Dallas chain of drive-in grocery stores furnished food for the Holiday Home refrigerator, deep freeze, and pantries.

In the week following the opening, Howard and Decorator Maxine Miller appeared on several popular radio and television shows in spots arranged by Howard's public relations counsellor.

On Sunday, November 2, Howard employed a flying sign-puller to appear for two hours over the city's better residential sections towing an 8-foot high x 12-foot long banner reading "See Howdy Howard's Holiday Home."

On the first Sunday, an estimated 30,000 persons swarmed to the home; on the next Sunday the

crowd was almost as great; and on intervening week days, a total of 50,000 others saw Howard's creation. Each was met at the home's door by Howard, his representatives, or members of Kathryn Currin real estate organization which opened the Northaven Hills development. Each visitor received an attractive pamphlet showing perspectives and floor plans of the original Holiday Home and of three others then under construction on nearby lots.

Also, on the second Sunday, additional advertising appeared in local newspapers over the names of Howard, Kathryn Currin, Will E. Cox (who provided the furnishings), and the Dallas Power & Light Company.

Throughout the 12-day period, Holiday Home signs were displayed on the windows of the motor

company which provided the Cadillac.

### Important Features

A contemporary rambler, the Holiday Home has exterior walls of 100-year-old brick and steps faced with imported Mexican tile. The outer front door is 100 pounds of hand-wrought brass and opens into a large entrance hall floored with Arizona flagstone. The living room features a huge fireplace adorned with a reproduced French chateau mantle and surrounded by Italian marble. Picture panel walls and a great chandelier characterize the dining room.

Features of the 22 x 19-foot den are parquet flooring removed from an old Dallas mansion, redwood paneling, antique brick fireplace, and a handmade redwood hutch. A solid glass wall slides back to reveal a spacious patio which is equipped with a sink and refrigerator built into a barbecue pit.

Spacious closets and built-in cabinets are supplied in abundance. Tiled twin vanities are used in the two and one-half bathrooms.

Howard plans a project of 30 more Holiday Homes, about half of which will be built to his own specifications and the other half built according to customers' tastes. Swimming pools are scheduled for some of the houses. Size of house, furnishings and other appointments will determine the price, but Howard has set a minimum of \$40,000.

Part of the thousands who saw Howard's Holiday Home admire the huge patio with its outdoor kitchen and unique lighting arrangement. It features barbecue and grill, storage cabinets, built-in refrigerator and sink, flood lights, spotlight recessed in fireplace chimney, floor lighting concealed in planter boxes. Note the extensive use of glass areas








## Is your building frozen?

Is the income from your real estate at too-low levels?  
Have rising operating costs put the "squeeze" on your profits?  
If you **AREN'T** getting the financial returns you'd like from your property, we can probably help.  
As an Accredited Management Organization (AMO), we have the staff, the facilities and the "know-how" to make your property pay bigger dividends.  
Drop in or phone us for an interview.

**W. H. BOSLEY & CO.**  
28 Adelaide Street, West • Waverly 1931  
TORONTO, CANADA



## MAILINGS FOR MANAGEMENT



## Can you say NO?

When a tenant comes to you with unfair demands . . .  
When he wants to "stall" in paying his rent . . .  
Can you say "No"?


Maybe you can . . . but does it cause ill-will . . . is it **UNPLEASANT** for you?

Many property owners find it **PROFITABLE** to let us say "NO" for them. As an Accredited Management Organization we're skilled in handling all tenant problems.

We know when to say "NO" and when to say "YES" . . . and still retain your tenant's good will.

Let us tell you other ways in which we can help you.  
A letter or a phone call will bring full details.

**W. H. BOSLEY & CO.**  
28 Adelaide Street, West • Waverly 1931  
TORONTO, CANADA




## When they call you at 2 in the morn!

Are you a constant slave to your property?  
Does your phone ring night and day . . . do you dread going away for fear that "something will happen"?

Relieve yourself of this mental hazard by employing our management organization to take care of all the worries for you.

We are an Accredited Management Organization and with our wide experience in this field, we can relieve you of your management problems . . . successfully and profitably.

Let us help you . . . serve you as we serve many others in this community. A phone call or a letter will bring you full details.

**W. H. BOSLEY & CO.**  
28 Adelaide Street, West • Waverly 1931  
TORONTO, CANADA



**L**OOKING for a way to make income property owners recognize the need for professional management service? W. H. Bosley & Company, realtors of Toronto, Canada, find that over-size postcards can help do the job if they are professionally done and mailed to the right kind of list.

The Bosley postcards, short on copy but long on ideas, are printed in two colors on white stock and sent periodically to management prospects. On one side of the 5½ x 9½-inch cards appears a picture and questioning headline, such as the illustration of an animated, icicle-covered building with the query "Is your building frozen?". Below this appears brief, to-the-point reasons why the Bosley organization can free the owner from management worries, in this case increasing a property's income which has been frozen at too-low levels.

Two-thirds of the space on the reverse side of the card is left blank for the address. The other one-third prominently displays the seal of Accredited Management Organization and explains the advantages of dealing with an AMO. Typical copy: "As an Accredited Management Organization, we can bring you the maximum return on your property. Our services include obtaining the right tenants, collecting rents promptly, supervising maintenance and repairs, controlling operating costs, purchasing economically, rendering monthly reports. It will pay you to talk over your property problems with us."

# Are You Careful About Exclusives?

**E**XCLUSIVE listings are excellent, but are we being careful about them or are we destroying them?

There are many advantages to exclusives. You can control your property. Supervision under one realtor can be more intensive and more efficient. The possibilities of confusion about the commission are eliminated. The operations of the realtor are less restricted. He can feel free to give the address. It is his charge. He knows all the answers to all the questions about the property. He can concentrate on the property without feeling that his efforts and advertising money may be suddenly lost when someone else has sold the property on which he has been concentrating. You know all these points and more in favor of the exclusive.

However, the very thing that makes an exclusive listing a valuable asset to the listing realtor can work to his disadvantage and to bad public relations for the entire real estate industry.

How many times have we been called in the last year or two following an exclusive by someone else? We ask the owner, "How about an exclusive?" The quick and heated reply has been, "Don't talk to me about an exclusive. We gave our house exclusively to such and such a firm, and do you know they only showed it twice after we gave it to them? Oh yes, they advertised it a day or two, but after that we never heard from them. We want to sell our house. If you

want it on an open listing, well and good, but don't talk to us about an exclusive."

Mind you, the firms mentioned by the disappointed owner are good companies. We know them well. They are friends of ours. They have our highest respect. The same criticism has, no doubt, been leveled at us. But this general criticism has come with such frequency to us that this note of warning is given: Should this feeling become prevalent, locally and nationally, can't you visualize a growing public antagonism against exclusives?

There were just two of us when our company was organized. In the first three years of our operations we sold every house we listed exclusively except one. I wish that might be said of our exclusives of the last few years.

Many companies give listing fees to their salesmen on one basis or another. Many of the offices give an extra amount for exclusives. We never have. There is too much of a disposition on the part of our salesmen to try to get the exclusive because he will get more if he or another salesman of the office sells it. He hopes lightning will strike him.

Not infrequently a salesman will come in all enthused about a listing and is quite insistent we take an exclusive on it. To the question of whether he will "camp" on this listing and give everything he has to it, there is an emphatic "Yes." But the very next Sunday, perhaps one or two days later, he

By **HAL C. HARDIN**

The Hardin & Stockton Company  
Kansas City, Missouri

will want to "sit" on another house and leave us standing without the best service given to the exclusive and to the benefit of the open listing. No doubt the thought has gone through your mind that such a situation is the result of poor operation on the part of management. Perhaps that is true and we, as well as others, have yielded to the importunities of the salesman without first determining the possibilities of the listing. We try to do it, but once in awhile we miss. When we do, we sometimes regret it.

When an exclusive is taken there is a very definite responsibility attached to it. You have taken the house off the market to the extent that you do not serve it. The house may be worth little or much but practically always it represents a great deal to the owner. He is the one to be served.

Sometimes an agent will get an exclusive to keep someone else from getting the listing. Sometimes, of course, any of us can be mistaken in our judgment. But at all times all agents should use the greatest of care. If real estate organizations gain the reputation of selling the exclusives they take and give better service to exclusive demands, all of our business will be the better for it. Should we grow indifferent to our exclusives responsibilities, our businesses will suffer.

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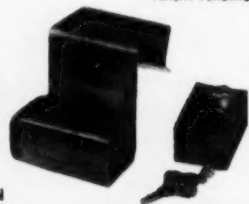
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### Your Tax I.Q.

Answers to quiz on page 37.

1. c. Your son's prize here would be considered taxable income. That raises his total income to \$601, and he cannot qualify as a dependent if he has income of \$600 or more.
2. a. The amounts spent should be deductible as business expenses, if you kept a careful record which lists them in detail, and shows clearly that the entertainment was with a predominating business motive and not merely reciprocal, or incident to the vacation.
3. b. A non-business bad debt is a capital loss. And you can take only \$1,000 a year in capital losses — unless you can apply them against capital gains. You are allowed to carry over unused losses for five years; better get expert advice.
4. b. Assuming your income is classified as self-employment income (see tax instructions) and is not from engaging in an exempt profession, a tax of 2 1/4% on the first \$3,600 is due with your income tax return — so you owe \$81.
5. c. You cannot deduct contributions to an organization which spends a substantial part of its time on lobbying or political propaganda.
6. b. In this case, you can file a claim for refund within three years from the date your return was due.
7. b. If your wife works for you, you are not supposed to pay social security taxes on her salary, nor is she supposed to make her contributions.

### FROM JOURNAL READERS

"I am a consistent reader of your Journal and was interested in the article in one of the back issues entitled 'Should you ever Recommend to Owners that they accept Below-Price Offers.' I have been engaged in the real estate profession for over 40 years, 20 years of that with the Federal Government.

"It appears to me that sometimes the broker, in his desire to secure a good listing, becomes too enthusiastic about what the property will sell for and instead of giving the owner a sensible and sound appraisal, leaves the thought of inflation to a certain degree in the owner's mind. Naturally, the owner asks a price which is out of the market. If, on the other hand, the broker has made a fair appraisal of the value and encouraged the owner to accept a price based on that appraisal, I believe any offers below 10% of the established price should be turned down. In this case, the broker should encourage the owner to allow him to specialize on his property, intensify his publicity for a period of at least 60 to 90 days, and if the response is the same as before, the market has undoubtedly changed and the lower offer should be recommended. Many factors which may change the situation enter into a transaction. Most of these are of a personal nature, such as the leaving the city. In such cases, it might be well to advise the owner to accept a lower offer.

"Since the latter part of World War II, selling a home or any real estate investment for that matter, has become a lost art. The selling technique is largely a matter of obtaining listings, or convincing the owner to accept any offer. From my observations during the past year, it appears to me that the well-trained and established broker is coming back into his own right and commissions will be paid for obtaining and selling buyers. The 'johnny-come-lately' get-rich-quick group will vanish."

C. Russell Cravens

Deputy Assistant Commissioner for Disposition  
Public Housing Administration

"I have followed the investigation by the Teague Committee and others on veteran's housing with



# More and More of America's New Homes are PREFABRICATED!

much interest as I have done considerable business in this field.

"It seems to me the fundamental reasons for all of the problems are: 1) The veteran purchaser, in many cases, is using his eligibility benefits not to get a home but to make a little money. 2) The excessive amounts of brokerage fees required to get both 'take-out' money and 'interim' money make it necessary for the sales price to be inflated unduly, thereby raising the reasonable value four to eight points.

"I do not say that there are not a multitude of other considerations that enter the picture but I do say the above items are the basic faults.

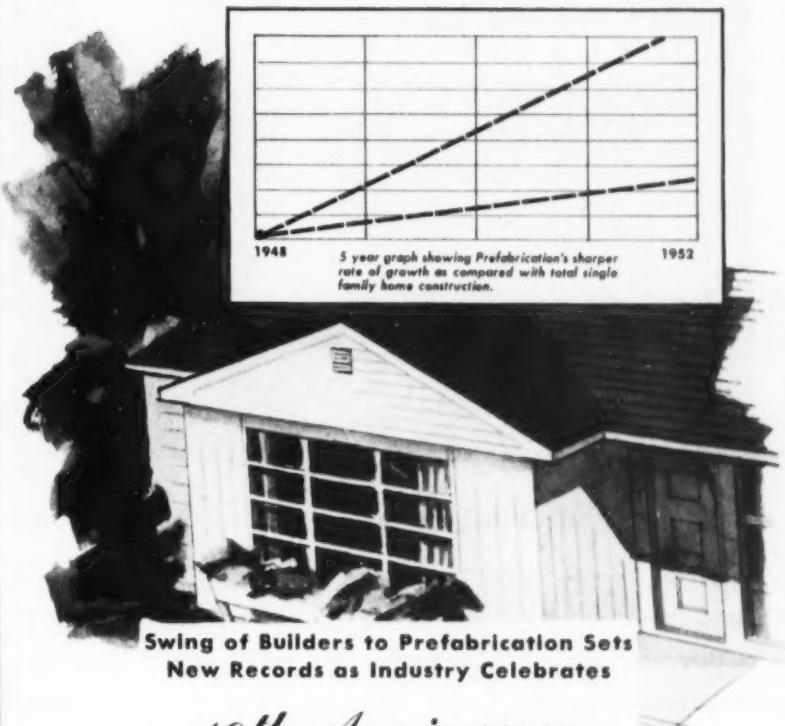
"If we want a sound program for the veteran who is entitled to extra help to get a home *he intends to keep* let's set up a program to that end.

"The State of California has been operating a program under which veterans of this state have been able to buy or build a home or farm. This has operated at *no cost* to the State. It has been in effect for over 20 years and so is proven; it has no graft or scandal or inflated values or bum merchandise or quick sales by the veteran to make an easy dollar. If it works in one state, why will it not work in 47 other states?

"Financing is through the sale of bonds, voted by the people of the state and sold to the lending institutions on a free market, so we are not using State funds. The interest rate can fluctuate from about 3% to 5% so we are able to contend with the variation in the cost of money. The veteran has a long-term, low-interest loan which is available only to him or another qualified veteran. It is due and payable if he sells for a profit to a non-veteran, precluding the get-rich quick deal on a re-sale to a non-veteran. It does take a larger down payment than the normal GI sale and this might require some adjustment to make the program more widely available, but that is not an insurmountable item. It does away with the unnecessary fees which are such a big item in a GI program and permits the builder to deliver a better home for less money and still lets a lender make the necessary return.

"I don't imagine it is perfect; I don't imagine we can make it so. But I do think the basic elements in paragraph two are the basic faults and a law eliminating those items will be a big step forward."

JACK C. LANE  
San Diego, California



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# THE LAW SAYS!



If the court revokes a building permit issued in good faith, and the builder proceeds with construction, can the builder be forced to modify his structure? How important is it to be prepared in advance for cross examination in court? When has an agent authority to accept payment from trust deed notes? Here is expert legal counsel

By GEORGE F. ANDERSON

**I**F the Building Commissioner issues a building permit in good faith, without fraud, and a building is constructed in pursuance of the same, I doubt that the City or John Q. Public can have the building removed or substantially modified.

But if before the building is started and the permit is attacked in court, the builder, in spite of such pending litigation, completes the building and the court revokes the permit, or orders the building modified or even removed, the builder will be obliged to comply with the order of the court, no matter how great the loss to him may be.

A famous case on the point is *Welton vs. 40 E. Oak St. Bldg. Corp.*, 70 Fed. 2d, 377. The Com-

missioner of Buildings and the Zoning Board of Appeals issued a permit allowing a violation of the requirement that buildings have a one foot set-back for every nine feet above a 72-foot height. The permit was attacked in Court but the builder proceeded to complete the building. The decision was adverse to him and he was obliged to reconstruct the building at a cost of \$342,837.07.

**W**ILLIAM James states in his "Principles of Psychology" that the mind not only affects the body, but the body affects the mind. Two friends put on the boxing gloves, and they clench their fists and tense their muscles and first thing they know they lose their tempers and are at it for keeps.

I thought of this when I was preparing to try a case. I knew

that my client wanted to go through a severe cross-examination and I wanted to prepare him for it. I explained this fully, and told him I was going to act just like the lawyer against him would act, and I asked him if he fully understood this and he smiled and said he did. Then I stepped back, scowled at him, and started to question him in a rough and rude voice. I could see his fist clench, his mouth become rigid, his face go white and he was about to pounce on me. That is what I wanted to train him to avoid. He said "You can't insult me like that. I won't take that from anyone. I thought you were my lawyer." He stopped using his head altogether.

The next time I had his son come with him and we finally got him so he could go through the examination with a smile. When he was cross-examined in Court it was duck soup—for him—not for the lawyers.

**I**N paying trust deed notes to an agent, usually a real estate man, one must be careful to ascertain that the agent has authority to receive the money along these lines. It will be helpful to keep in mind a few points:

- 1) The fact that the agent negotiated the loan does not authorize him to receive payments.
- 2) Authority to receive interest payments does not include authority to receive principal payments.
- 3) Even possession of the notes is not conclusive evidence of authority to collect.
- 4) Payments made to an agent without objection from the holder is authority to continue the course of conduct thus on previous occasions approved.
- 5) The only safe thing for the mortgagor is to get a written authority from the owner of the notes to pay interest and principal to the agent, until further notice in writing.

The real estate man should procure such authority for the mortgagor and not expect him to make payments without it.

**I**F Ann Sheridan, owning property, marries John Smith, and conveys, the deed should be from Ann Smith, (nee Sheridan) and John Smith, her husband. The word "nee" is defined in the Century Dictionary as "adj. fem. past participle of *nasci* (Latin) to be born, introducing the maiden family name of a married woman."



John M. McIntosh is president of McIntosh & Co., Inc., developers and builders of several subdivisions in Savannah, Georgia. The company recently started a group of 180 modern homes in Highland Park. Mr. McIntosh is also president of Highland Park, Inc., and vice president of Homesite Corporation, both companies active in real estate development.

## **"Perfect Home is ideal for building goodwill,"**

**Says Savannah Realtor-Builder**

**I**N THIS, our third year of sponsorship, we would like to state that PERFECT HOME Magazine has proven itself to be an ideal medium for creating in the minds of its readers the priceless attitude known as 'goodwill,' says John W. McIntosh, president of McIntosh & Co., Inc., Savannah, Georgia.

"We constantly receive requests from persons of good taste and high standing in the community to place their names on the mailing list. These requests prove to us the strong appeal of PERFECT HOME to the people we want to reach."

Enthusiasm such as that expressed by Mr. McIntosh is shared the nation over by leading real estate, home building, and home financing organizations. PERFECT HOME is a community force, edited for key people whose zones of influence will build the highest public confidence for you. It promotes the "home idea." It connotes quality, fair dealing, high ethics. It commands readership with skillfully written articles and sparkling photographs of the latest in home design, furnishing, and equipment.

National in scope, PERFECT HOME is local in application, becoming the sponsor's own publication. Editorial, art, and other preparation costs are shared among PERFECT HOME users throughout the entire nation. Local reproduction and mailing costs are spread among the selected, reliable building factors who are invited into the program and who gain in prestige and goodwill from its use.

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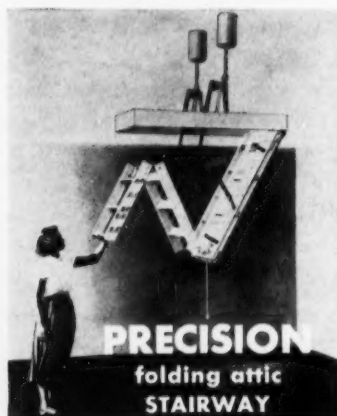




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**A Baltimore Realtor-Builder who figured prominently in the Baltimore plan of rehabilitation has been elected president of the Urban Land Institute — John McC. Mowbray. President of the Roland Park Company, Mowbray is well-known as the developer of Roland Park, Guilford, and Homeland in Baltimore. Roland Park was started in 1891 and has been widely used as a model for developers.**

**The Chamber of Commerce of the Venice Area, Florida, is entering the real estate business in a big way. The Chamber started offering building sites for sale at moderate terms in January to attract new residents to the West Florida coast. Lot sales are averaging about 100 per day to buyers in practically every state of the Union. All lots are 40 by 100 feet and sell for \$200. Terms are \$25 down and \$5 per month.**

**Rehabilitation is picking up steam. Last month a motion picture, "Baltimore's Slum Fight," was premiered in Baltimore and shown a few days later to a meeting of NAREB board presidents. The film was made by Encyclopedia Britannica Films, Inc., and plans are to show the film throughout the United States. Watch forthcoming issues of the JOURNAL for a story on the Baltimore Plan.**

**The late Clifford Bangs, prominent Washington, D. C., realtor and industry leader, has been succeeded in business by Glen M. Vickrey, realtor. Vickrey has been associated with Bangs for 17 years. Bangs enjoyed 50 years of service with the firm before he passed away.**

**Falling agricultural commodity prices have moved the nation's farm brokers to action. In a meeting of the board of governors of the Institute of Farm Brokers last month, a new approach was sought to the nation's agricultural problems. True D. Morse, undersecretary of agriculture, said he would be open to recommendations for such an approach. It was concluded at the meeting that the answer was definitely not controls and subsidies. Realtor Otto Knudsen, Eagle Grove, Iowa, heads the committee which will make the recommendations.**

**Businessmen are realizing more and more the need for good city planning these days, not only from the city's standpoint but from the standpoint of future success of their own businesses. To get the "how" and "why" of city planning down on paper, the National Chamber of Commerce has published a 47-page booklet entitled "City Planning and Urban Development," prepared by a committee chairmanned by Seward H. Mott, Washington, D. C. realtor, and former executive director of Urban Land Institute. Max Wehrly, present ULI executive director served on the committee along with other prominent planners and developers.**

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. . . a full-color, full-page, advertisement in the April 11 issue of the *Saturday Evening Post* and full-page advertisements in the April issues of *Better Homes & Gardens*, *Living for Young Homemakers* and *Household* will help you promote your demonstration home.

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. . . write on your business letterhead for full information on this success-

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